

MARCH 1969

CONCRETE

producer of concrete block, precast and prestressed concrete products and ready-mixed concrete



How to prepare your own publicity

Page 20



as in

Cleveland Today...



SUBURBAN COMMUNITY HOSPITAL

Arch. & Engr.—Dalton • Dalton Assoc.; G. C.—
H. L. Vokes Co.; POZZOLITH Ready-Mixed
Concrete—Goff Kirby Co., Cleveland.

WILLIAM TAYLOR SON & COMPANY MODERN PARKING GARAGE

Arch.—Horn & Rhinehart; Contr.—Albert
M. Higley Co.; POZZOLITH Ready-Mixed
Concrete—Cleveland Builders Supply Co.;
All of Cleveland.

THE ILLUMINATING BUILDING

Arch.—Carson & Lundin, N. Y. C.; Engr.—McGeorge-Hargett
& Assoc., Cleveland; Contr.—George A. Fuller Co., N. Y. C.;
POZZOLITH Lightweight Concrete—Cleveland Builders
Supply Co.

THE EAST OHIO BUILDING

Arch.—Emery Roth & Sons, N. Y. C.; Struc. Engr.—Victor Mayper,
N. Y. C.; Contr.—Tishman Realty & Construction Co., N. Y. C.;
POZZOLITH Lightweight Concrete—Goff-Kirby Co., Cleveland.



"MAY'S-ON-THE-HEIGHTS"—SUBURBAN DEPARTMENT STORE

Arch.—Victor Gruen Assoc., Detroit; Assoc. Arch.—Jack Alan Bialosky, Cleveland; G. C.—
Sam W. Emerson Co., Cleveland; POZZOLITH Concrete batched at job-site by the contractor.



Where there's progress there's POZZOLITH Concrete

The designers and builders of these fine structures employed POZZOLITH* to obtain concrete of superior quality most economically.

For many years in Cleveland and throughout the country, where careful attention is given to concrete performance and costs, the use of POZZOLITH has been steadily increasing.

You will also benefit by using POZZOLITH, because on your job, with your materials, neither plain concrete nor concrete with any other admixture can match the results obtained with POZZOLITH.

* POZZOLITH—registered trademark of The Master Builders Company for its concrete admixture that reduces water, controls air entrainment and controls the rate of hardening.



THE MASTER BUILDERS CO.

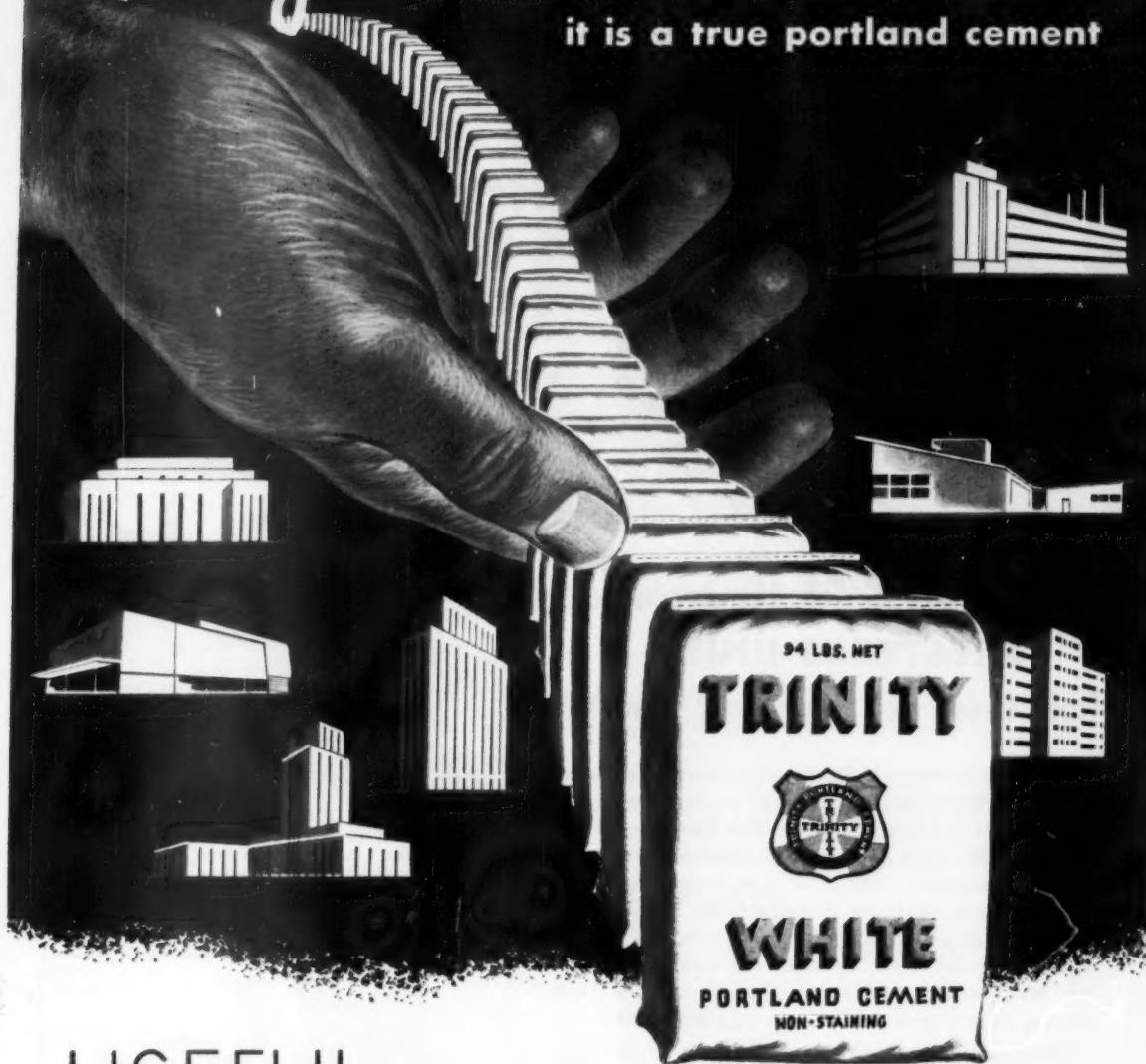
DIVISION OF AMERICAN-MARIETTA CO.

General Offices: Cleveland 3, Ohio • Toronto 9, Ontario • Export: New York 17, N. Y.
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Trinity White

... the whitest white ...

it is a true portland cement



USEFUL

in almost every type of building, both inside and outside.

As architectural concrete units or as stucco or cement paint, it emphasizes architectural perspective and detail. It has a high light-reflection which gives beauty and special utility to many interiors.

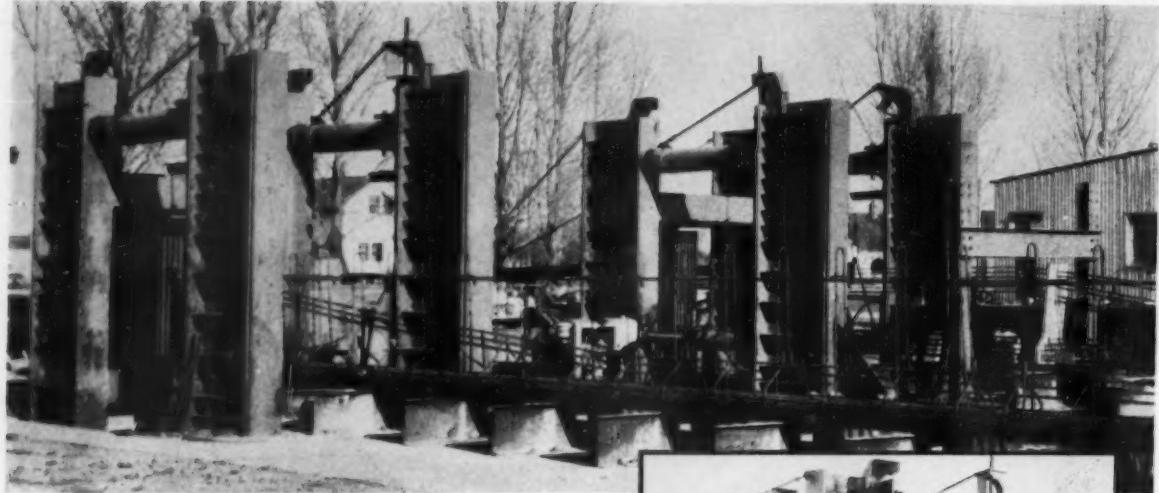
Trinity White's extra whiteness gives truer colors where pigments are added.

Widely used in terrazzo for its contrast-y white and better color effects in either simple or ornate designs. Meets all Federal and ASTM specifications. Ask for TRINITY White.



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

Here's the way they PRESTRESS BRIDGE BEAMS AT ELK RIVER*



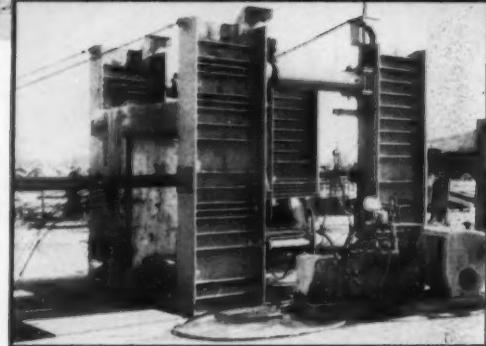
Rodgers Hydraulic PRESTRESS UNITS

help them get their best results!

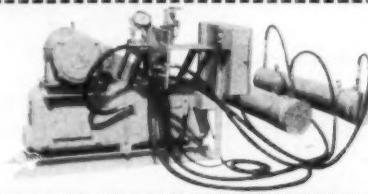
★ Elk River Concrete Products Company's plant at Elk River, Minnesota operates two prestressing beds—300 and 330 feet long. They use two Rodgers 150 ton jacks with 30 inches of travel to simultaneously tension the straight strands, and a 36" ram travel jack of 15 tons to tension singly the draped strands. The Rodgers hydraulic pump, driven by an air cooled gas engine, is situated between the bed abutments so that the jacks are easily moved from one bed to the other without moving the pump—saving operational time and expense.

They have also installed similar Rodgers prestressing equipment at their new Bismarck, North Dakota plant. Engineers at Elk River have specified and used Rodgers jacking equipment since 1942, when they began leasing equipment for jacking reinforced concrete pipe.

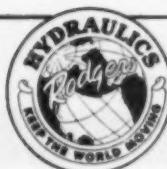
Why don't you write Rodgers for complete information on the type of hydraulic equipment that will help make your operation efficient and profitable?



Above is one of the beds that has just been tensioned—note that the auxiliary screw type jacks (one screw jack at top and bottom of each movable carriage uprights) have been positioned to keep the bed in tension so hydraulic jacks may be moved over to the other bed.



Rodgers Prestress Unit Model 57PC7 above can be supplied with two jacks, in capacities from 50 to 600 tons, with ram travels of 30 or 48 inches. For single strand tensioning Rodgers offers a 15 ton jack with 36 or 48 inches of ram travel. The hydraulic pump may be powered with electric motor or air cooled gas engine. Gauge and operating controls for jacks are located at pump for one man operation.



RODGERS HYDRAULIC, Inc.
Pioneers in High Pressure Hydraulics Since 1932

7401 WALKER STREET • MINNEAPOLIS 26, MINNESOTA

MARCH 1959

CONCRETE

For producers of concrete block, precast and prestressed concrete products and ready mixed concrete

VOL. 67, NO. 3 • EST. 1904 • PUBLISHED MONTHLY BY CONCRETE PUBLISHING CORP. • 400 W. MADISON ST., CHICAGO 6, ILL. • CENTRAL 6-8822

FEATURES FOR THIS MONTH

How to Prepare Your Own Publicity 20

In an easy-to-read, concise style, Jack Bedford has set down and explained 21 essential points to a do-it-yourself publicity kit. With these points in hand it should be fairly easy for the producer to write, produce and assemble his own publicity releases.

Consider the SBA as a Loan Source 22

By asking 15 questions of Small Business Administration officials in Washington, Larston D. Farrar details through the answers given what a small businessman must do to get a loan from the SBA.

Concrete by the Yard 24

Here's the story of how a machine in England extrudes concrete for prestressed floor and roof sections. By F. C. Livingstone

Co-Channel Chatter No Longer Bothers Us 26

By incorporating tone coded squelch into their two-way radio units, Modahl and Scott, Bloomington, Ill., cut out all unwanted interference in their receiving sets. By Adolph Modahl and Ed Scott

Building and Keeping Competent Foremen 28

This quite-comprehensive article details some of the best methods of selecting and training foremen, and keeping them happy on the job. By Edward L. Anthony

Children Romp at a Concrete Playground 30

Swope Park, Kansas City, has a number of unusual playground attractions to keep the kids from 2 to 80 happy. And the displays are made with gunite and concrete block. By Grier Lowry

Tell People about It — Editorial 19

Just think how effective the promotion job for concrete would be if every producer publicized one outstanding job a year.

DONALD T. PAPINEAU
Publisher

DOUGLAS LEE
Editor

R. L. DAUM
Production Manager

G. E. LEICHT
Circulation Manager

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Columbia

TAKES
ANOTHER
STEP
TOWARDS
COMPLETE
BLOCK
PLANT
AUTOMATION

Columbia automatic rack stripper installation at
Western Block Co., Arcata, California.

... with a NEW RACK STRIPPER

Now you can take another step towards greater profits! Columbia's automatic rack stripper speeds block handling, cuts man-hours drastically and reduces waste from breakage. It's designed for block plants where limited space prevents the installation of an automatic Columbia loader and unloader. It fits all Columbia block machines and is easily adaptable to other makes.

Install a Columbia automatic rack stripper in your plant. Then press the button and watch profits build.

Cured block is placed in receiving end of rack stripper, and (1) lift-truck operator presses button that sets stripper in motion. (2) Automatically operated elevator unloads rack tier by tier, sending pallets of cured blocks along conveyor where hydraulic piston pushes blocks off pallets (3) onto a revolving drum that turns them over into position for cubing. Empty pallets are continued along conveyor through cleaner and oiler to pallet magazine, while cured blocks are conveyed to the cubing offbearer (4) where they are loaded onto turntable cubing platform. Push button control enables the offbearer to rotate turntable platform 180 degrees to facilitate cubing. When cube is completed, turntable is revolved a half turn, bringing second, empty platform into position for cubing. Stacked cube is in proper position for the lift-truck operator.

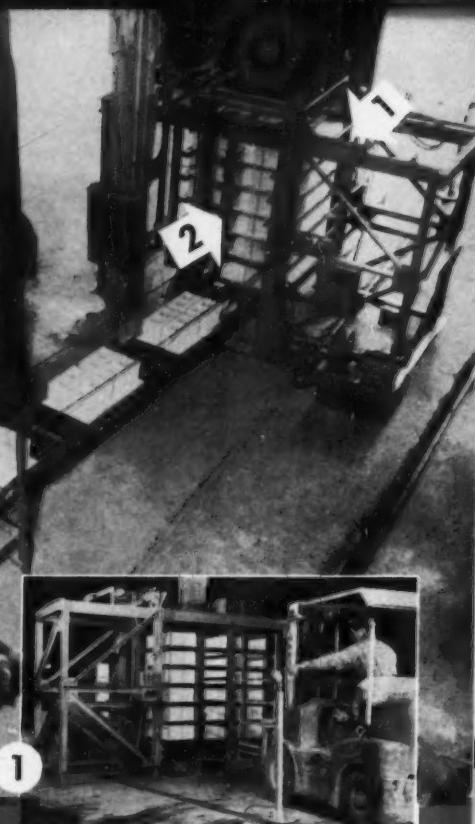
Ask your Columbia representative for additional information or write us today.



Columbia MACHINE

HOME OFFICE: 107 S. GRAND, VANCOUVER, WASHINGTON
FACTORY BRANCH AND WAREHOUSE: MATTOON, ILLINOIS
PARTS DEPOT AND OFFICE: BURBANK, CALIFORNIA

MANUFACTURERS AND WORLD WIDE DISTRIBUTORS OF A COMPLETE LINE
OF PLANT EQUIPMENT FOR PRODUCTION OF CONCRETE PRODUCTS



Lift-truck operator presses button, sets rack stripper in motion.

Automatic elevator unloads rack tier by tier.

Revolving drum turns blocks over into cubing position.

Offbearer cubes blocks on turntable platforms.

FROM THE NEWS DESK

Truck Drivers Feted For 3-Year Safety Record

Six truck drivers, each with three consecutive years of driving without accidents, were honored at an appreciation dinner given by their employer, Fort Worth Sand & Gravel Co., Fort Worth, Texas, on February 11.



Presentation certificates for new hats were made by R. P. McDaniel, fleet supervisor. Wendell Logan, personnel director, presided at the dinner. Guest speakers were Charles E. Marshall, executive vice president of the concrete division, Texas Industries, Inc., and George Meihaus, vice president in charge of sales. Fort Worth Sand & Gravel Co. is an affiliate of the concrete division of Texas Industries.

Left to right in the accompanying picture are the drivers, Edgar L. Jenkins, Gene D. Toney, Joseph F. Lloyd, fleet supervisor R. P. McDaniel, and drivers, George G. Williams, Flynt Massengale, and Ted Vestal.

Products Co., Lincoln, was named second vice president. Ralph D. Witchell of Omaha will continue as executive secretary, which position he has held the past five months. Ted Ziomba, Hastings Concrete Products Co., Hastings, was elected treasurer.

Construction Costs Hit New High In February

Construction costs crept up again in February to a new high. They are now up more than 4 per cent over a year ago, Engineering News-Record has reported. But for the month the rise is only a fraction of a per cent due to lumber and cement price increases, plus scattered wage raises for some skilled trades.

For February the Engineering News-Record Cost Indexes for 20 cities stand at 778.75 for the Construction Cost Index and 537.25 for the Building Cost Index, both based on 1913 = 100. The former is 0.1 per cent above its January, 1959 value and 4.7 per cent above its February 1958 reading. The Building Cost Index is 0.2 per cent above its January value and 4.2 per cent higher for the year.

Cement prices are up 23 cents per bbl. for bulk cement in Baltimore. However, reductions of 11 cents and 3 cents per bbl., respectively, are reported in Boston and St. Louis. Freight rate reductions account for the drop in these two cities.

More freight rate slashes on cement are scheduled by eastern railroads April 1. This will drop f.o.b. prices in eastern cities. In Baltimore, for example, the price of bulk cement will drop back by 12 cents per bbl.; cement prices in bags by 11 cents and mortar cement by 8 cents. The reason for the cuts is that railroads are fighting to regain volume lost to truckers.

Nebraska CMA Names New Officers For 1959

Arnold C. Hilpert, Cement Products Co., North Platte, Nebraska, is the new president of the Nebraska Concrete Masonry Association.

Mr. Hilpert succeeds Bill Gerhold, Jr., Gerhold Concrete Products Co., Columbus. Mr. Gerhold was named first vice president and Carl Engstrom, Reimers-Kaufman Concrete

Dallas L. W. Aggregate Co. Sold To Texas Industries

Directors of Dallas Lightweight Aggregate Co. have voted to sell all assets of the company to Texas Industries, Inc., through an exchange of stock. Holders of Dallas Lightweight stock will receive three shares of Texas Industries common stock for each four of Dallas Lightweight shares. The plan of reorganization is subject to approval by Dallas Lightweight stockholders. Texas Industries owns 51 per cent of Dallas Lightweight stock.

Texas Industries will transfer 86,250 common shares in exchange for 115,000 outstanding shares of Dallas Lightweight. Texas Industries said 66,666 shares would be taken from treasury stock and the company would issue 19,584 shares of previously authorized common stock.

Dallas Lightweight Aggregate Co., established in 1952 on Chalk Hill Road, Dallas, is the largest producer of lightweight aggregate in the north central Texas area. The company had sales of \$347,835 for the six months ended November 30, 1958. Dallas Lightweight will continue to do business under the original name and with the same management and personnel.

Ralph B. Rogers, president of Texas Industries, Inc., said the transaction represents another step in the company's policy of integrating vertically for better control of all materials from mining to manufacturing. Texas Industries, Inc., is the world's largest producer of lightweight aggregate, with plants in Texas, Louisiana, Oklahoma and Kansas.

Glacier Sand & Gravel Buys Two Portland Firms

The purchase of Pacific Building Materials Company and Readymix Concrete Company of Portland, Oregon, has been announced by Glacier Sand and Gravel Company of Seattle.

The purchase involves substantially all assets of the two Portland firms,

Calendar . . .

**APRIL
2-3,
1959**

Region V, National Concrete Masonry Association — Annual Meeting — Lexington Hotel, Minneapolis, Minnesota.

**APRIL
3-4,
1959**

Mid-West Ready Mixed Concrete Association — 17th Annual Convention — Edgewater Beach Hotel, Chicago, Ill.

**APRIL
12-14,
1959**

Texas Concrete Masonry Association — Semi-Annual Meeting — Driskill Hotel, Austin, Texas.

**APRIL
23-25,
1959**

Texas Aggregates Association and Texas Ready Mixed Concrete Association — 5th Annual Joint Convention — Shamrock Hilton Hotel, Houston, Texas.

**MAY
17-19,
1959**

Empire State Sand, Gravel and Ready Mix Association — 8th Annual Convention — Sheraton-Brock Hotel, Niagara Falls, Ont., Canada.

**MAY
25-26,
1959**

Wire Reinforcement Institute — Annual Spring Meeting — The Greenbrier, White Sulphur Springs, W. Va.

**MAY
25-30,
1959**

Concrete Reinforcing Steel Institute — Annual Meeting — The Greenbrier, White Sulphur Springs, W. Va.

**JUNE
14-16,
1959**

Florida Concrete & Products Association — 5th Annual Convention — Key Biscayne Hotel, Miami, Florida.

**JUNE
17-20,
1959**

Expanded Clay & Shale Association — Annual Mid-Year Meeting — Hotel Commodore, New York, N. Y.

**JUNE
18-20,
1959**

New York State Concrete Masonry Association — Mid-Year Meeting — Rocky Point Inn, Inlet, New York.

**AUGUST
10-12,
1959**

National Cinder Concrete Products Association — Conference of Lightweight Concrete Block Manufacturers — Chelfonte-Haddon Hall Hotel, Atlantic City, New Jersey.

**NOVEMBER
2-6,
1959**

Prestressed Concrete Institute — 5th Annual Convention — Deauville Hotel, Miami Beach, Fla.

including two Portland-located sand and gravel plants, and three ready mixed concrete plants, two in Portland and one in Vancouver, Washington. The purchase price was in excess of \$1,500,000.

The businesses formerly conducted by Pacific Building Materials Company and Readymix Concrete Co. will be continued under the name Pacific Building Materials Division and Readymix Concrete Division, respectively, of Glacier, according to William P. Jackson, Glacier's vice president and general manager.

Melvin Erland, former president and general manager of Pacific Building Materials Company, will remain in charge of both divisions.

Glacier Sand and Gravel is a wholly-owned subsidiary of Permanente Cement Company.

Other Permanente-operated facilities in the Portland area include Kaiser Gypsum Company's Fir-Tex insulating products plant at St. Helens and a cement distribution plant in Portland.

icates of merit for excellence in product literature directed to the home builder.

Presentation of these awards was a feature of the marketing research meeting held during the three-day convention.

S. H. Westby, manager of the Housing and Cement Products Bureau of the Portland Cement Association, right in the accompanying picture, was on hand to accept the awards from co-chairmen Larry Winn, Jr., of the NAHB and Mr. A. M. Young of the Producers' Council.

Meekins And Bamman Merge In Florida

Meekins, Inc., Hollywood, Fla., and F. C. Bamman Pre-Cast Concrete Corp., Hallandale, Fla., have combined their resources and many years of experience with the intention of



providing customers of both firms improved service on a much wider scope, according to a recent announcement by C. Meekins, president of Meekins, Inc.

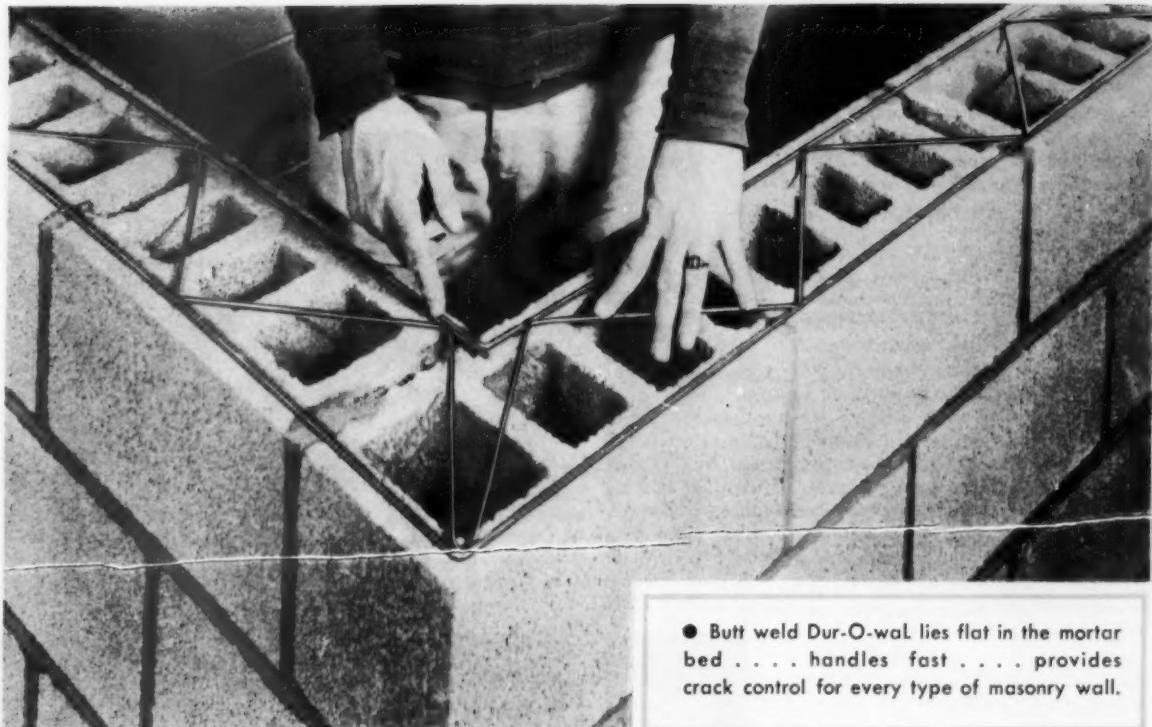
In the several years that the Bamman firm has been in operation, it has furnished precast and prestressed structural concrete for many of the important construction jobs in an area extending from Dade county to the south through Palm Beach county to the north.

Present plans are that F. C. Bamman will remain as president and F. C. Bamman, Jr. will continue as vice president of the new reorganized corporation. Other officers are Thomas N. Kearns, treasurer; Edward T. Foster, secretary; and C. Meekins, chairman of the board. In the accompanying picture, Mr. C. Meekins is signing the papers making the merger official. Others are, left to right, Edward T. Foster, F. C. Bamman, Thomas N. Kearns and F. C. Bamman, Jr.



Three awards made by a joint committee of the NAHB and the Producers' Council went to PCA booklets and to a special 4-page housing advertisement. The publication "What Builders Say About Concrete Masonry Homes" was given an exceptional merit award, while "Concrete for Outdoor Living" and a 4-page advertisement in color featuring "new type living concrete" received certif-

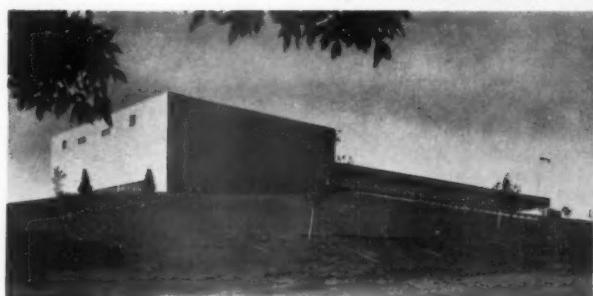
DUR-O-WAL[®] SAFEGUARDS Masonry Beauty



● Butt weld Dur-O-wal lies flat in the mortar bed . . . handles fast . . . provides crack control for every type of masonry wall.

Throughout the nation Dur-O-wal is providing a backbone of steel for masonry walls. Economical Dur-O-wal handles fast, putting steel to work protecting the flawless beauty of masonry. Versatile Dur-O-wal is time-tested and quality-fabricated to do every masonry reinforcing job better . . . and it is available everywhere. Insist on genuine Dur-O-wal.

Specifications and Research data available on request.



DUR-O-WAL[®]

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

Spickelmier Industries Names Carper New Veep

Harold R. Carper has been appointed vice president, research and engineering, of Spickelmier Industries, Inc., Indianapolis, Indiana. Prior to his promotion to the position of vice president Mr. Carper had served as division manager, research and engineering, of this



H. R. CARPER
large Indianapolis construction material company.

Son of a prominent commercial builder in the Hoosier capitol, Mr. Carper is a graduate of Purdue University. After serving as an officer in the Navy Seabees during the second world war, he was employed as an engineer with the Portland Cement Association. Joining Spickelmier in 1948, Mr. Carper served successively as sales representative, manager — dealer sales, engineer, and chief engineer before promotion to division manager.

While serving Spickelmier as an engineer, Mr. Carper was instrumental in the development of Rapidek, the corporation's patented floor and roof system.

A member of Meridian Hills Country Club in Indianapolis, Mr. Carper is married and has a daughter who is a student at DePauw University.

New Book Tells How Long Uncle Wants Records Kept

The varying lengths of time that company records must be kept in regard to income and excise taxes, social security, payrolls, etc., have been tabulated in a new report by Controllership Foundation, Inc., New York, research arm of the Controllers Institute of America.

The 242-page study comprises Volume 1 of series entitled "Corporate Records Retention," and is subtitled "A Guide to U. S. Federal Requirements." Prepared by Robert B. Wheelan, research associate on the Foundation's staff, it lists the general requirements of the Internal Revenue Service, the Labor Department and the Securities and Exchange Commission, plus those of other agencies and departments concerned with gov-

ernment contracts, defense material transactions and export and interstate shippers. Among others, these include the Department of Defense, Atomic Energy Commission, Negotiation Board and Interstate Commerce Commission.

The book will be followed shortly by Volume II of the series. Now in completed manuscript form, it covers Canadian federal and provincial records retention requirements. The third volume will tabulate those of state governments in the United States.

Copies of Volume I are obtainable from the Foundation, whose offices are at 2 Park Avenue, New York 16, N. Y. They are priced at \$10.

Mr. Rogers said the purchase will enable Texas Industries to offer a more diversified line of concrete building products and structural elements to the construction industry. Wailes will be operated as a division of Texcrete Structural Products Company, another Texas Industries subsidiary. Present Wailes' personnel will be retained. Plant operations eventually will be consolidated with those of Texcrete Structural in the interest of purchasing, better utilization of equipment and savings in overhead.

Dickinson New Veep Of Cal-Chloride Institute

George H. Kimber, president, has announced the election of William E. Dickinson to the office of vice president of the Calcium Chloride Institute.

Mr. Dickinson has been chief engineer of the Institute since July, 1955, and will continue his responsibilities in that post. In his new position, he will assume further responsibilities in connection with development and completion of annual programs of activities of the Institute.

As chief engineer he is directly responsible for engineering, research, and technical activities, and directs the activities of all Institute field engineers.

During his 13 years with the Institute, Dickinson has gained national recognition as an authority on proper use of calcium chloride in numerous industries. He has presented technical papers at state and national engineering meetings including Highway Research Board of the National Academy of Sciences, the American Road Builders' Association, American Concrete Pipe Association, National Tire Dealers and Retreaders Association, and has a broad working knowledge of engineering needs and accomplishments in connection with the expanded highway program.

He attended Ohio State University where he received his bachelor of civil engineering degree in 1941 and has been a registered professional civil engineer since 1946.



In the accompanying photograph, C. D. Wailes, Jr., left, looks on as Ralph B. Rogers signs the papers finalizing the purchase.

In the deal Texas Industries acquired Wailes' Texas plant on West Illinois St., Dallas, and the right to manufacture and sell Mo-Sai decorative architectural products in Texas and Louisiana. Not involved in the transaction is Wailes' precast plant at Los Angeles.



W. E. DICKINSON



Golden Folio

of outstanding homes built with
new-type LIVING CONCRETE

appears April and May in top "home" magazines!

Golden Folio
of outstanding homes built with
new-type LIVING CONCRETE

"We couldn't be happier with our house.
It has character, charm... everything we wanted!"

SARAH B. HUMPHREY, 1611 Redondo Road, Pacific Palisades, California

It's a happy life for the Humphreys, designed by the architect working his art. The curved concrete steps and walls give the home special interest.

Modern ranch style in living room—concrete walls with the look of weathering on the Pacific Palisades.

Modern concrete floor, in office and home with walls of concrete masonry, painted on appeal when new.

Architectural rendering of a modern house.

Architectural rendering of a modern house.

Across the country you'll find houses built with living concrete today's distinctive new form of concrete masonry. Here are new shapes, sizes, textures and patterns—modern, traditional, Chateauesque and also the exterior uses of smooth, touch-high concrete masonry," says Mr. Humphrey. "It has no equals, for modern buildings with everything in

and around our home, from the furniture up to our things in the patio." Modern concrete masonry is right to step with the trend to more gracious living shown by these new houses, for their distinctive concrete fits any modern-style-home. Yet you can usually build it for less than other kinds of masonry. Fire, insects, and moisture eat no worries.



PORLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of concrete

**Newest advertisement by PCA—
3 pages in full color—featuring beau-
tiful homes of today's newest forms
of concrete masonry!**

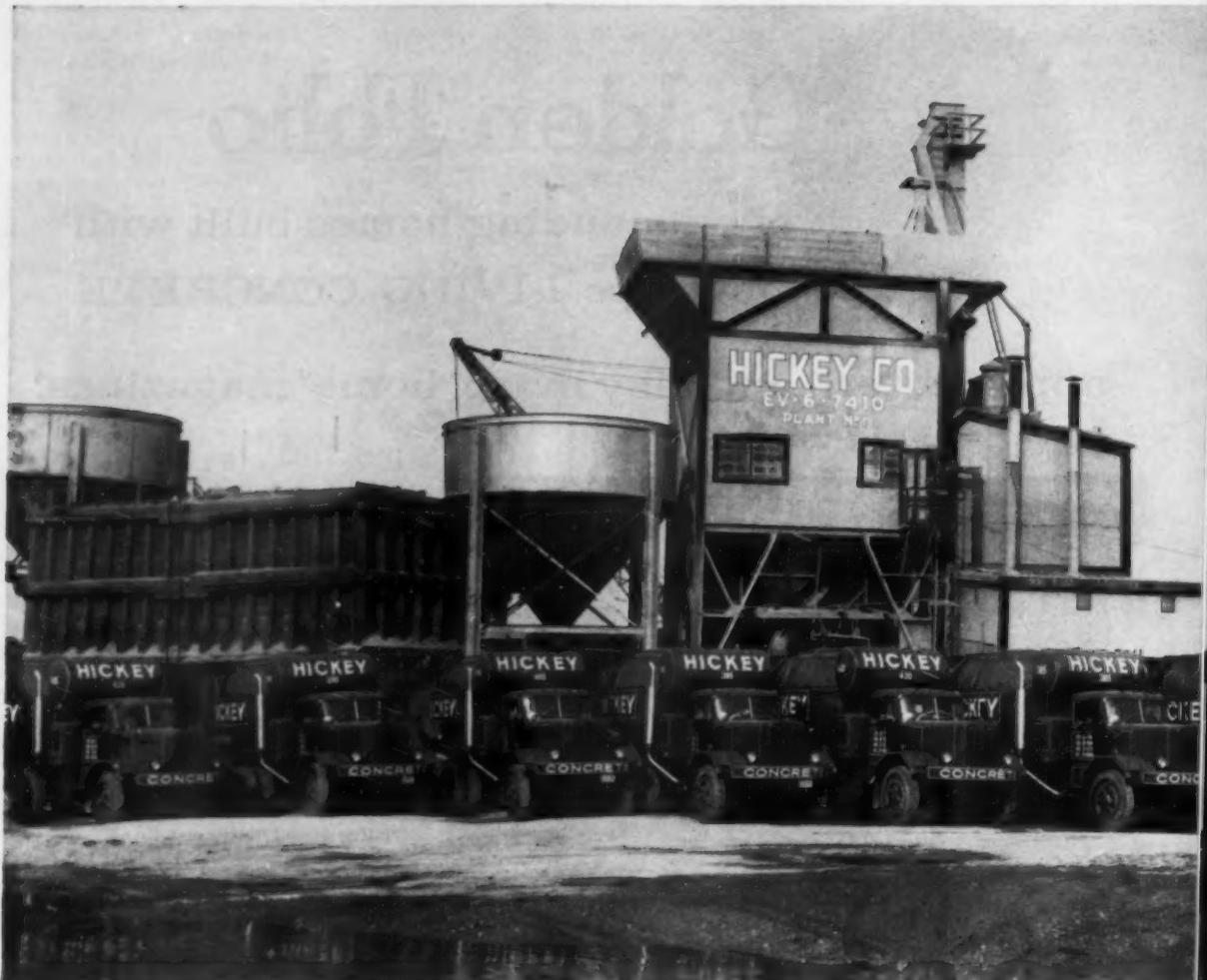
Again, important promotion effort is being put behind the newer forms of concrete masonry. Another impressive advertisement in this continuing campaign dramatizes the story for millions of Americans . . . creates still greater acceptance for this building material so suited to modern moods and needs.

Spring breaks out in April and May, and so does this colorful 3-page folio—in Better Homes & Gardens, House Beautiful, House & Garden, and in Living for Young Homemakers.

Beautiful homes built with one of the countless new forms of concrete masonry are depicted. Each home dramatically illustrates how new sizes, textures and colors combine to create charm, character and livability. Here's striking evidence of how today's concrete masonry suits any style home, any locale.

All this is keyed to a descriptive and promotable idea . . . *new-type Living Concrete!* Architects, builders, financial people, as well as home buyers, are giving modern concrete masonry a fast-growing role in today's construction market.





World's 10 biggest high discharge truck mixers, Jaeger-built, pour 800 yds. a day on 8 mile haul

By applying same formula as this big New York operator, you can reduce your cost per yd.

Hickey Company is an efficiently operated ready-mixed concrete business, in the most densely populated market.

When purchasing new truck mixers for their Flushing, Long Island Plant, they wanted two things:

1. Mixer capacity to deliver the largest possible payload per truck.
2. Mixer speed and efficiency to achieve the maximum number of trips per day.

They got both by buying Model "F" Jaeger 10 yd. mixers — the biggest capacity high discharge truck mixers ever built, with by far the fastest rate of charging, mixing and discharging to speed payload trips.

Using only 10 trucks and drivers, Hickey was equipped to deliver 65,000 cubic yards of concrete to the new Eastern Airlines terminal, at New York International Airport, Idlewild, an 8 mile haul (16 mi. roundtrip), in daily pours of 600 to 800 cubic yards. Their plant has a 6-yd. batcher; the truck mixers hauled 12 yd. batches and discharged in 5 minutes, at rate of 25 seconds per yd. of low slump concrete.

SAME PROFIT FORMULA FITS SMALLER PLANTS

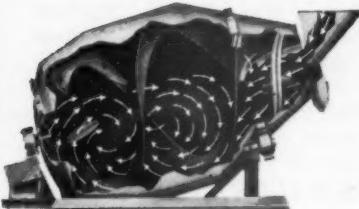
Under present conditions and load limitations, few localities can use truck mixers as large as 10 cu. yd. But the same basic formula applies to all: Pay-

load × Number of Trips = Daily Production of Truck Mixer.

Apply this to your own operation. We are prepared to show that the weight-engineered, faster Jaeger Model "F" will not only haul your maximum legal payload but also average one more trip per truck per day than you are getting with your present equipment. That's low cost, high profit production. Let us send you full information with new Catalog TMH8.

THE JAEGER MACHINE CO.
522 Dublin Ave., Columbus 16, Ohio

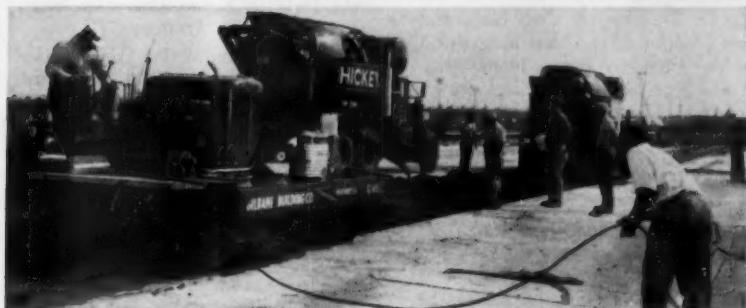
Jaeger Machine Co. of Canada, Ltd.
St. Thomas, Ontario



FASTEST TO CHARGE, MIX AND DISCHARGE: Rubber-neck hopper, and big 21" deep blades rotating at 16 rpm, take a yard of material in 10-15 seconds. Short, large diameter drum, with deep spiral blades and "Throw-Back" reversing blades, completes a uniform mix on shortest hauls. Multiple-speed transmission with single-stick synchromeshed reversing shift, 21" drum discharge blades, and bigger capacity chute head provide fastest discharge of any truck mixer today.

In the time saved by its faster operation, a Jaeger Model "F" truck mixer will make, on the average, one additional payload trip per day.

How airport slab was poured



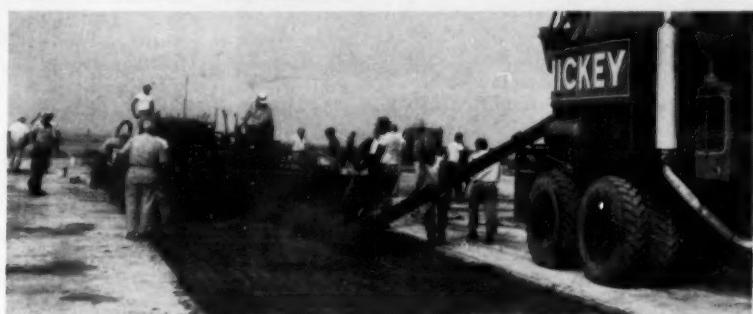
1: TWO MIXERS POUR 24 CUBIC YARDS: New Eastern Airlines terminal at New York International Airport required 93,000 sq. yds. of pavement and total of 65,000 cu. yds. of

concrete for pavement and building. Ten Jaeger mixers, hauling 12 yd. batches 8 miles, helped Gilbane Building Co., Providence, R.I., place up to 800 cu. yds. per day.



2: TWO COURSES Poured SIMULTANEOUSLY: One mixer, operating on the sub-grade, discharges material for base while sec-

ond mixer, on adjacent slab, places material for top course on steel mesh already laid. Most of slab work was 13' wide, 13" thickness.



3: 12 CU. YDS. IN 5 MINUTES: Moving truck mixer, discharging at rate of 25 seconds per yd., lays neat windrow which is then

distributed by spreading screw of Jaeger concrete spreader. Oscillating screed on spreader makes precision strike-off of top course.



4: JAEGER ALL-HYDRAULIC FINISHER COMPLETES JOB: Console of hydraulic

levers controls all operations of this finishing machine, including 6' width adjustability.

Ben C. Gerwick, Inc. Bought By Pomeroy Co.

J. H. Pomeroy & Co., Inc., and Ben C. Gerwick, Inc., has announced that the Pomeroy company has purchased all of the stock of the Gerwick company. The two companies are among San Francisco's oldest and largest heavy construction and engineering firms.

The Ben C. Gerwick organization has specialized in marine, waterfront and foundations construction and pioneered in the prestressed concrete industry. It will continue under the Gerwick name as a Pomeroy subsidiary. Ben C. Gerwick, founder of Ben C. Gerwick, Inc., continues as chairman of the board of that company, and Ben C. Gerwick, Jr., as its president. R. N. Pomeroy and William A. Pomeroy, president and executive vice president of the Pomeroy company, will be key figures among the directorate of the subsidiary. It is planned to move the Gerwick offices from the present location at 417 Market St. to the Pomeroy headquarters in the Equitable Building.

The acquisition by Pomeroy of this waterfront construction company which has taken such a large part in San Francisco Bay development and has pioneered in the prestressed concrete industry with its prestressing yards at Petaluma, Richmond and Long Beach, is a natural outgrowth of the many years of friendship between the principals of the two companies and the numerous monumental constructions they have completed in joint venture.

J. H. Pomeroy & Co., Inc. are world constructors with crews currently operating in the Western Pacific, Philippine Islands, the Mid-East, and South America. They have,

through another subsidiary, recently constructed and are now operating the world's largest prestressed concrete beds in connection with their operations in the Arabian Gulf.

The acquisition of Ben C. Gerwick, Inc., adds to the parent Pomeroy organization the Gerwick company's years of experience in marine, waterfront and foundations constructions and rounds out the Pomeroy organization and plant in the manufacture and installation of prestressed concrete.

ASTM Organizing New Materials Sciences Div.

A new division on materials sciences will be organized by the American Society for Testing Materials to coordinate and intensify the development of knowledge of the fundamentals of materials. The new division, the first to be established by ASTM, will augment in depth and scope the Society's long-time objectives of promoting knowledge of engineering materials and tapping new sources of knowledge for the Society's extensive standardization activities. The division will concern itself with the collection, establishment, and publication of basic information essential in creating a better understanding of materials and their properties, and especially will help to answer "why" materials are what they are.

The ASTM national directors coming from many materials fields and industries, recognize the importance of placing more emphasis on fundamentals in view of the rapid growth of technology. Since its inception in 1898, the Society has published hundreds of technical papers and outstanding symposiums dealing with problems which are fundamental to our knowledge of why materials act the way they do. For example, a publication just being issued, "The Mechanism of Fatigue," deals almost entirely with the fundamentals of this phenomenon. The extensive nationwide studies of corrosion-resisting properties of materials, on effect of temperature on metals, and many activities carried on in technical committees concerned with petroleum products, cement, soils, electrical contacts, and a host of other materials, contribute to fundamental knowledge.

Florida Association To Meet In June

The Florida Concrete and Products Association will hold its fifth annual convention at the Key Biscayne Hotel, Key Biscayne, Miami, on June 14, 15, 16, 1959. The program will deal with technical and engineering developments in the block, ready mix, precast and prestress industries. Automation developments, research projects, importance of scales, new trends in the industries, are some of the topics which will be covered by prominent speakers and panels of producers. On Tuesday morning, June 16, the entire program will deal with the management topic of "Communications — How To Get Things Done Through Other People". Several of America's top authorities on this subject will be brought to the Key Biscayne to conduct a workshop session.

Also on the program is a luncheon speaker of international repute who will discuss the role of the business man in politics.

IT HAPPENS EVERY DAY

LATEST RULINGS IN LABOR RELATIONS

CAN YOU DISCIPLINE AN EMPLOYEE WHO WON'T WEAR SAFETY EQUIPMENT?



CAN
YOUR
PLANT
BIG AS
IT MAY
BE

PRODUCE AS MUCH CONCRETE AS THIS

This BUTLER Central Mixing Plant is simply the extremely portable HP-85 Ready Mixed unit with an additional section to accommodate two turbine-type, high speed concrete mixers.

Production? In excess of 200 yards an hour!

The batching cycles are completely automatic; only one man operates batchers and mixers.

Where such capacities are not required, the BUTLER HP-85 can readily be built for a single turbine mixer.

The HP-85 is ideal for fast, efficient, low-cost batching in commercial ready mixed operations as a permanent plant — or as a unit that can be moved quickly and economically from job site to job site. The cost of erecting is only about a thousand dollars.

And of course, the HP-85 brings all its benefits to pre-cast and pre-stressed concrete operations.

Due to the BUTLER HP-85's remarkable portability, a growing number of ready mixed operators are using it to enter the Highway Program — using either agitating or non-agitating trucks.

What are your plans? In any case, plan for the profit-making BUTLER HP-85.

Here's the reason the HP-85 is erected at lowest cost . . . in hours instead of days

You'll want to know more about the BUTLER HP-85. Send for this illustrated Bulletin. Just write "HP-85" with your name and address on a postcard. We'll do the rest — promptly!

BUTLER BIN COMPANY

991 BLACKSTONE AVE. • WAUKESHA, WIS.



* The compartmented bin section ships complete with lugs attached for crane lift.

* Batcher section is a complete unit with all piping, wiring, batchers and automatic controls in place, ready for plug-in.

* Mixer section is also a complete unit with two turbine mixers, gates and controls pre-installed. Circuity is completed with plug-in quick connectors. Support columns ship separately. These are quickly pinned to the mixer platform and swing into place as the mixer section is raised.



For more information use postcard facing page 48.

MARCH, 1959

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News Announcements from Companies Servicing the Concrete Industries

MANUFACTURER'S NOTES

Stearns Manufacturing Co., Adrian, Mich., has announced the recent appointment of Walter C. Renfro to its sales staff. He will represent the Stearns line of automatic concrete block producing machinery and allied equipment in southern California and will maintain headquarters at 1281 Wilcox Ave., Monterey Park, Calif.

Symons Clamp & Mfg. Co., Chicago, Ill., has promoted Kenneth J. Boelter to the position of assistant to the general sales manager. He has been in sales work for more than twenty years and for the past three years has been attached to Symons city sales staff. In his new job he will be responsible for selection and training of new salesmen and dealers.

Southern Lightweight Corp., Richmond, Va., has appointed George Wesley Jones, Jr. as sales representative for the company's new subsidiary, Florida Solite Corp. Before joining the Solite staff in 1956, he served as administrative assistant to the director of tuberculosis control in the Virginia State Health Department, as senior auditor in the Virginia department of public accountants, as administrative executive of the Richmond district of price administration, and as assistant director of the Medical College of Virginia. Prior to his appointment to Florida he served as Solite representative in western areas of Virginia and North Carolina.

Tamms Industries Co., Chicago, Ill., has combined its raw material and foundry and flooring units into a single Flooring and Industrial Materials Department. The new department will be headed by Fred W. Knisley, vice president, who formerly headed the foundry and flooring sales. Louis R. Wahl, formerly assistant sales manager of the raw material division, will be his assistant. The objective of the move is to further improve Tamms' performance in customer service and distribution of those products which are principally bulk items for industry and which do not move through retail channels.

Lithibar Company, Holland, Mich., announces the appointment of Concrete Plank Co., Inc., 16 Exchange Place, Jersey City 2, N. J., as its exclusive licensee for Lithibar and Joistile in northern New Jersey, metropolitan New York, Long Island and southwestern Connecticut.

Concrete Transport Mixer Co. St. Louis, Mo., announces that its domestic sales distribution is being broadened to include the far west. Fred Rechsteiner, who has been manager of distributor sales for the entire country will now act in that capacity for the eastern division. Jack Meister, who has been sales manager of CTM's Material Handling Division, has been named manager of distributor sales for the western division. He will continue to devote time to Material



W. C. RENFRO

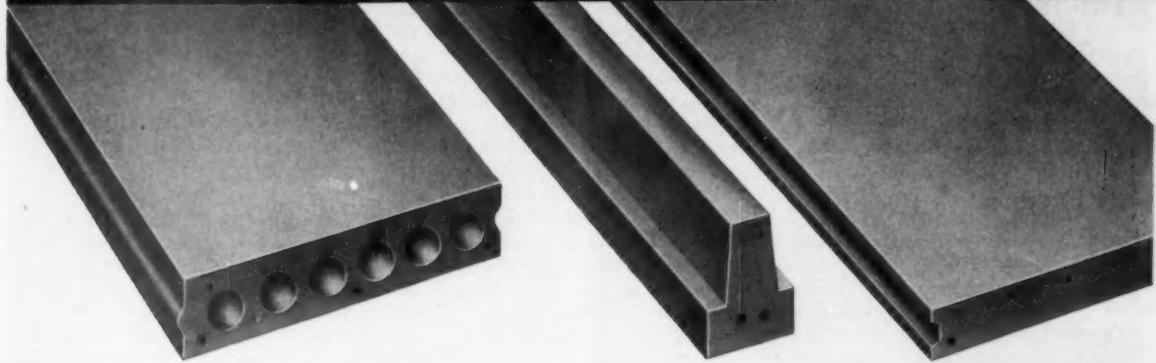


K. J. BOELTER



G. W. JONES

CONCRETE STRUCTURAL MEMBERS



MACHINE-MADE BY

DUNBEAM



*Dunbeam Slabs used in construction of roof of
George Leib Elementary School, Oak Lawn, Ill.
Manufactured and installed by H. B. Olney, Inc.
East Chicago, Ind.*

The three compacting principles of vibration, tamping and troweling are used in combination to produce units of extreme density and sinewy toughness. Units can be made up to 24" in width, with narrower units made in multiples of two, three or four. And in practically any length because production is continuous.

Fifty franchises are available to men of responsibility who are alert to the tremendous opportunities presented by the machine-manufacturing of joists, beams, slabs, lintels, coping and many other kinds of concrete structural members for use in almost every type of building construction.

Franchises are necessarily limited to men having the background, facilities and finances to make the most of latent opportunity, and ability to appoint and supervise sub-plants where necessary. Dunbeam Machine can be installed on attractive lease arrangement. Write for literature and details of franchise.

DB-3

W. E. DUNN MFG. CO., 502 W. 24TH STREET, HOLLAND, MICHIGAN

MARCH, 1959

For more information use postcard facing page 48.

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Handling Division sales. The two divisions meet on a line drawn north and south through Kansas City, Mo. All export sales will continue to be handled by Engineering Equipment Co., 205 W. Wacker Drive, Chicago, Ill.

the election of John B. Alexander as vice president and chemical director.

tor of the National Retail Lumber Dealers Association.

FWD Corporation, Clintonville, Wis., has appointed seven new dealers who will handle sales of its four- and six-wheel-drive trucks to ready mixed concrete producers. They are Diamond T Motor Trucks, St. Louis, covering eastern Missouri and southwestern Illinois; Fitzpatrick's Garage, Inc., Burlington, covering northern Vermont; Hudson Valley Equipment Co., Saugerties, covering Sullivan county, New York; Aichele Motors, Inc., Fort Wayne, covering northeastern Indiana; Leonard Motor Co., Inc., Albuquerque, covering southern New Mexico; Farmington Truck & Equipment Co., Farmington, covering northern New Mexico; and Leonard Motor El Paso, El Paso, covering El Paso county, Texas.

Western Machinery Co., San Francisco, Calif., announces the appointment of Warren J. Sullivan as field sales manager of its Phoenix, Arizona, office. Mr. Sullivan has had wide experience in the sale of heavy construction equipment. Before joining Western Machinery he was Alaska manager for the Evans Engine & Equipment Co., Seattle, Wash. R. B. George has been named operations manager for Arizona. He will be headquartered in Phoenix and will also supervise the company's office in Tucson. Before joining Western Machinery he was equipment manager for Edward R. Bacon Co., San Francisco, Calif.

Leschen Wire Rope Division, H. K. Porter Co., Inc., St. Louis, Mo., has appointed Howard H. Sanders sales representative for southern Texas. He was formerly secretary-treasurer and general manager of E. A. Lange & Co., Inc., Burlington, Iowa, a Leschen wire rope distributor. He will headquartered in Houston, Texas.

Autocar Division, White Motor Co., Exton, Pa., has appointed Walter S. Mason to succeed Harry L. White as sales manager. Mr. White retired January 1, after forty years with the Autocar company. Mr. Mason joined Autocar in 1944 as a sales representative. He later became St. Louis district manager, then regional representative and then assistant to the general manager of Autocar and vice president of White Motor Co.

Chain Belt Co., Milwaukee, Wis., recently noted the fiftieth anniversary as one of its distributors by presenting an award to A. F. Serbanous, president of Loggers & Contractors Machinery Co., Portland, Oreg. The fifty-year award, the first ever presented to a Chain Belt distributor, was made at a distributor gathering preceding the recent 40th annual meeting of the Associated Equipment Distributors in Chicago.

The Prescon Corporation, Corpus Christi, Texas, has named Crest Concrete Systems, Inc., Chicago, Ill., as franchise representative in that area for its system of post-tensioning concrete. The Prescon system, developed in 1950, has been widely used in the United States in all types of buildings and bridges.

Blaw-Knox Company, Pittsburgh, Pa., has appointed R. E. Bensen as construction equipment sales engineer. He will headquartered in the company's eastern regional office in Haddon Heights, N. J., and his territory will include northern New Jersey, New York state, the New England states and adjacent areas of Canada.

Dundee Cement Co., Dundee, Mich., has named Roblee B. Martin as general manager. He was formerly an executive with the Mississippi Lime Co., St. Genevieve, Mo., serving as director of research and development and as a member of the firm's general management committee. Earlier he had been associated with Monsanto Chemical Co.

Permanente Cement Company, Oakland, Calif., announces the appointment of Robert E. Balster as northwest public relations representative for Permanente Cement, Glacier Sand & Gravel and Kaiser Gypsum companies. He will headquartered at Permanente's Seattle office at 5975 E. Marginal Way, and will be responsible for Permanente Cement Company and its subsidiaries in Washington, Oregon and Alaska.

Southwestern Portland Cement Co., Los Angeles, Calif., announces

Yale Materials Handling Division, Yale & Towne Mfg. Co., Philadelphia, Pa., has named Robert B. Brown special field sales representative in the south for its line of industrial lift trucks and tractor shovels. For the past three years he has been materials handling direc-

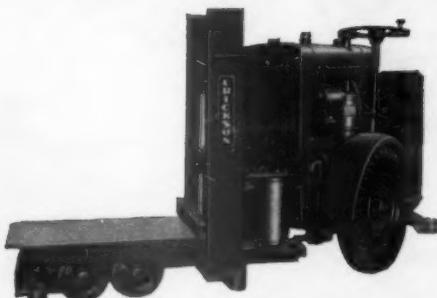
Lehigh Portland Cement Co., Allentown, Pa., has named B. C. Carlton, formerly assistant vice president, to the position of vice president for marketing. Ralph L. Browning, formerly vice president for sales, has been named executive vice president for marketing.

Kwik-Mix Company, Port Washington, Wis., has appointed Ensminger & Co., Inc., South Franklin & West Sts., Wilkes Barre, Pa., as a distributor in eighteen northern Pennsylvania counties for the Moto-Bug material handler.



Erickson Platform Truck (13000 lbs. capacity) in service
charging autoclave at plant of Edgar D. Otto & Son,
Albuquerque, N. Mex.

Erickson
THE WORKHORSE OF LIFT TRUCKS



Erickson PF PLATFORM TRUCKS . . . Have Hi-Lift platform which lifts to 9 feet . . . capacities to 13,000 lbs. Note 3 guide rollers along side of truck for trackless autoclave system.



Erickson PA PLATFORM TRUCKS . . . Have ar-Hic-u-lat-ed center pivot steering . . . spring cushioned platform with 9" lift . . . capacities 7,000 to 30,000 lbs. Guide rollers not shown.

save up to 50%

Platform Trucks for Autoclaves Need No Expensive Tracks or Flanged Wheels

Erickson Ar-tic-u-lat-ed Platform Trucks with exclusive guide roller systems for trackless autoclaves will save you up to 50% on your original material handling equipment . . . PLUS operating almost 50% faster than fork trucks in and around your plant! Handles 2—even 3 cubes at a time.

You save on original equipment costs because your autoclave needs only an ordinary runway and simple, inexpensive guide flanges each side . . . no special small gauge hardened steel rails or easy-to-break flanged wheels.

In and around your plant Erickson Ar-tic-u-lat-ed Platform Trucks are more maneuverable because the pivot between platform and power unit gives the effect of 4-wheel steering. They are unequalled for small spaces, tight corners, narrow aisles. Load bearing wheels under platform permit handling heavy loads with ease and safety. All these elements combine to save you more at Erickson Power Lift Trucks, Inc., your headquarters for autoclave material handling equipment.

Write for Erickson literature and name of nearest sales, parts and service dealer.

ERICKSON POWER LIFT TRUCKS, Inc.
221 St. Anthony Blvd. N. E., Minneapolis 18, Minnesota



LOW SLUMP CONCRETE

delivered consistently by SMITH truck mixers

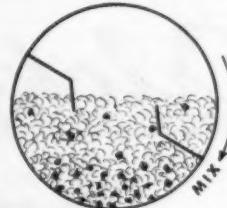
SMITH'S exclusive "T" blade lifts...

material out of the mass . . . the mixing fin pours material into the center of the drum . . . it's the "T" that mixes to the test . . . there is no segregation in the mix.



Ordinary "L" blade can't mix or pour efficiently . . .

because material slides off the blade as it comes out of the mass . . . there is no mixing fin to lift material into the center of the drum . . . churning instead of mixing action results.



discharges (low slump) concrete faster than any other truck mixer!

Actual job site data on yardage and discharge times available on request.

Since 1900, the pioneer designer and foremost manufacturer of the world's finest mixers

THE T. L. SMITH COMPANY • Milwaukee, Wisconsin • Lufkin, Texas

Affiliated with Essick Manufacturing Company • Los Angeles, Calif.



THE EDITOR'S PAGE

DOUGLAS LEE

Tell People About It

Since we're publishing an article this month on "How to Prepare Your Own Publicity," we mentally started sorting out the comparative number of publicity releases that come in to us displaying outstanding uses of concrete.

The tally for most segments of the concrete industry is pitifully small. A few releases come in from producers in the concrete pipe industry. And if plaudits were to be handed out, they certainly would go to the precast panel and prestressing industries. With their relatively few numbers, these two groups of producers keep a fairly continuous barrage of releases, coupled with interesting photographs, flowing into this office. (We're using one of these pictures on the front cover this month: one showing a curved roof panel, precast by Basalt Rock Co., being hoisted into place atop the new office and warehouse of Parke-Davis and Company, Menlo Park, Calif.)

Compared to what comes in from the precasting and prestressing segments of the concrete industry, the two largest groups of producers—ready mixed and concrete block—are way, way down at the bottom of the pile. Seldom do we get a release detailing a significant use of block or poured concrete.

Yet, we're quite certain each ready mixed and block producer supplies material to at least one outstanding job a year. If only a fraction of these jobs were well publicized, our mail would be bulging with pictures and descriptions of attractive, interesting houses, schools, commercial buildings, highway projects, etc. . . . and so would the mail of *House & Home*, the other shelter magazines, *Architectural Forum*, *Architectural Record*, local construction magazines, savings and loan publications, realtor magazines, and the editors of building and construction sections of the newspapers.

Then just think how much easier it would be for any one of these magazines or newspaper sections to illustrate some architectural or construction feature using concrete. Every day the editors would have a new choice.

And who knows, one of them might choose your particular story for more significant treatment—a cover picture or an expanded article inside. If such proved true, both you and your customer—the architect, builder, contractor—would benefit. So would the concrete industry.

A guide for preparing good, usable publicity begins on page 20 of this issue of CONCRETE. Just one good release a year from each producer would make a lot of people start thinking concrete's the substance of things to come.

Tips on How to Prepare Your Own

MOST concrete producers, ready mixed of precast, do not have enough publicity to warrant hiring a press agent on a full-time basis. Yet, it is important that publicity, as a portion of your public relations program, be prepared with as much professional polish as is possible and released to the local news outlets in a businesslike manner.

Some ready mixed and precast operations located in metropolitan areas can find publicity writers who will take part-time assignments; a good place to look is among the employees of the local newspaper—besides having the writing talent you're looking for, he would also have an "in" to getting your material in print.

Fees usually would have to be negotiated, but the average in the larger metropolitan areas is five dollars per hour or per release, whichever is greater. Or your publicity may be handled on a retainer basis for from \$50 to \$200 a month. Of course, expenses would be extra.

For the large number of concrete producers, though, what's needed is a do-it-yourself publicity writing kit. Here are 21 points to help you prepare publicity that will break into print.

What to Publicize

Obviously, you need to have some-

thing to write about before you can begin to put your publicity on paper. The activities of your employees, your family and yourself provide a wealth of ideas for publicity releases: new products, major equipment changes or plant expansion, extra-large orders, these are just a few of the other possibilities for publicity releases.

Next, your problem is in how to get up these activities so your publicity will appear in your local newspaper. Here are seven ideas to make your publicity writing easier:

► **WRITE NEWS LEADS:** Read the first paragraph of any news story in your local newspaper. See if it doesn't tell the story in the first paragraph. This is known as the news lead. The rest of the copy expands on these facts with more detail.

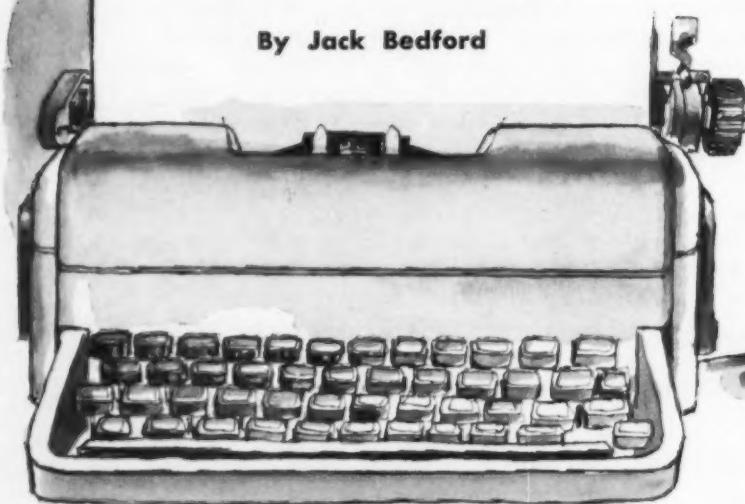
You can copy this style and change names, events and times to fit in with your news. Check to be sure you have answered the questions of who, what, when, where, and why in your first paragraph for a news lead. Be brief in the lead—one or two sentences should do the job.

► **EXPAND STORY:** The value of publicity to your public relations program depends on four factors: (1) the type, (2) the way it's presented, (3) the frequency, and (4) the amount of copy.

You can increase the amount of copy you receive by an expansion of your lead. In this you give more

Publicity

By Jack Bedford



details, background, why it happened, or how it took place. Not all releases will be printed, and those that are won't necessarily appear as written, but with extra copy you stand a better chance of getting more lines of publicity about your operation in print.

► **MAKE IT INTERESTING:** Two elements go into the interest value of your publicity. First is the event you are writing about. It should have an interest to people or it will not break into print.

Second, is the way you write. A common-place story can be made more interesting by the angle used in writing. Good writing style will also make it more interesting.

Study your local paper's style—headlines and body copy—then build your release to this pattern, in so far as possible. A study of the paper's use of similar material will also give you ideas and indications as to what of your material they would use.

► **KEEP IT SIMPLE:** Four-dollar words do not belong in publicity. Use short sentences. Select the familiar word rather than the unfamiliar. Don't use trade terms in general publicity. Avoid repeating the same word over and over again.

► **USE QUOTABLE QUOTES:** You may be able to get secondary or unplanned publicity through the use of quotes. Something said in your initial release may be widely quoted for better public relations for your plant.

► **REPEAT NAMES:** Names make news. Yet, the wrong name or a misspelled name is worse than no publicity. Unusual names should be repeated

at least twice in the release, so that the editor can compare spelling for accuracy.

► **CLARIFY NUMBERS:** When figures are used in your publicity, you should show them once as figures and then again written out. Another thought is to translate the numbers into something more dramatic or meaningful—distance to the moon, time in minutes, etc.

Publicity Style

Professional public relations people use a form for their releases. This is planned to make it easy for the editor to handle the copy. Here are ten ideas to follow when submitting publicity to give it the professional look:

► **IDENTIFY RELEASES:** Trying to slip a publicity release past the editor without any identification is a waste of time and money. Be sure to provide information about who sent the release—your name, address and telephone number; besides, the editor may want to contact you for more information. Regular letterhead stationery of your business will give the editor the facts he needs to be assured it is legitimate publicity.

► **ESTABLISH RELEASE DATE:** Your best bet will be to note on your publicity release, "For Immediate Release." However, if there is some reason it should not be released immediately, note the date just above your story.

► **LEAVE SPACE AT TOP:** The editor needs to mark the copy with printing instructions. Leave two or three in. of blank space at the top of the page for the editor's notes.

► **WRITE A HEADLINE:** Your headline should be the keynote of your publicity release. Keep it short so it can be set in large type to attract more attention to your article.

► **TYPE OR MIMEOGRAPH:** When your release goes to from one to ten papers, typewritten copy is best. Mimeograph copy is more professional looking than carbon copies which smudge in handling.

► **DOUBLE SPACE COPY:** The editor may want to change or insert a word. Double-spaced copy is easier to edit and the mark of professional publicity.

► **LARGE MARGINS:** Leave one or one and one-half in. margins on each side and at the bottom of the page. It looks better, is faster to read, and easier to edit.

► **INDICATE MORE:** Professional publicity people end the first page with "more" when the story has two or more pages.

► **USE SLUG LINE:** Page two of your release should have some reference to the first page. The slug line might be your plant's name and the key words of your headline.

► **INDICATE END:** There should be some indication that the release ends. Thirty (30) is most common, but you can use number signs (#), an asterisk (*), or simply the words "The End."

Photo Requirements

Newspapers are using more and more photos today. Your publicity article will attract more attention when a picture is also printed. Most editors look kindly on a publicity

(Continued page 31)



LOANS?

**another
possible
source
to consider
for a loan
is the
Small
Business
Administration**

By

LARSTON D. FARRAR

Where and how to get loans of needed capital to purchase new equipment, renovate existing plant facilities, consolidate debts, or finance expansion projects are questions that most businesses face at one time or another, including those in the ready mixed and concrete products industries. Probably most questioning along this line revolves around the possibility of getting needed capital from individuals, banks and other local lending agencies.

Another possibility—one that's not so frequently considered—is the Small Business Administration of the U.S. Government.

So as to familiarize producers with some of the requirements and ways of obtaining loans from the SBA, 15 insight-gaining questions were asked of SBA officials in Washington. Here are the questions and answers:

QUESTION 1 — What type or types of loans are available from the Small Business Administration, and what businessmen are eligible?

Answer: Small Business Administration loans are available to small companies in the manufacturing, wholesaling, retailing and service fields.

There are four types of SBA loans. These are: (1) participation; (2) direct; (3) limited loan participation, and (4) disaster.

A "participation" loan is one made jointly by the Small Business Administration and banks or other private lending institutions. Two-thirds of the agency's loan approvals are in this category. In many cases of bank-participation loan agreements, the bank will assist the potential borrower with the filing of the loan application. If not, the potential borrower should visit one of the SBA field offices, discuss his financial need with a financial specialist and obtain the proper loan forms.

A direct loan is one in which there is no bank participation. All of the

funds are advanced by the Government. It is the policy of the SBA to make direct loans only after the possibility of negotiating a bank-participation agreement has been exhausted. The SBA will not make any type of loan, direct or participation, until the potential borrower has tried, unsuccessfully, to obtain a regular bank loan. By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank, or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the SBA agrees to participate in it, the businessman may apply for a bank-SBA participation loan. If the bank will not make a loan even with the Small Business Administration participation, the businessman then may apply for a direct loan from the SBA. His application must be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city of 200,000 population or more, his application to the SBA must be accompanied by letters from two banks stating that they cannot grant the requested loan.

A limited-loan-participation loan is designed especially to assist small retailers, wholesale distributors and service establishments, although other types of business loans are also available to them. As a rule, small concerns in these fields have very little in the way of tangible collateral which they can pledge for a loan. However, they often have a good earnings record, competent management, and a creditable record with local banks for meeting their obligations. Under this plan, the SBA will participate with a bank in a loan to a firm up to a maximum of \$15,000, or 75 per cent of the total amount of the loan, whichever is the lesser. Generally, the participating bank's share in the loan must represent additional exposure on the part of the bank equal to not less than 25 per cent of the total amount of the loan. The maximum maturity on limited-loan-participation agreements is five years. Maturity of other types of SBA loans may be as long as 10 years. The method for obtaining a limited-loan-participation agreement is the same as for any other type of bank-participation loan.

A disaster loan is made to business men, home-owners, and individuals, in areas designated as "disaster areas" by the President. These are

low-interest loans—three per cent—made to tide over those stricken by disaster until they can get on their feet. Strictly speaking, any citizen in a disaster area can get a disaster loan, if he can show that his difficulties are due primarily to the flood, hurricane, or other disaster which has struck the area.

QUESTION 2 — Do I have to show evidence that a private lending institution has refused the loan?

Answer: By law, the Small Business Administration can make loans to small firms only when financing is not otherwise available to them on reasonable terms. The small business owner therefore should first seek a needed loan from his local bank or other local source of financing. If the private lender will not make the loan by itself, but is willing to do so if the Small Business Administration agrees to participate in it, the businessman may apply for a bank-SBA participation loan.

If the bank will not make a loan, even with SBA participation, the businessman then may apply for a direct loan from the Small Business Administration. His application must be accompanied by a letter from the bank stating that it is unable to make the loan. If the businessman's firm is located in a city with a population of 200,000 or more, his application to the Small Business Administration must be accompanied by letters from two banks stating that they cannot grant the requested loan.

QUESTION 3 — Is it any easier to get a Small Business Administration loan if I can arrange for partial private financing?

Answer: Naturally, if a local bank, familiar with a small firm's credit record and its day-to-day operations, is willing to share in a Small Business Administration loan to the firm, this helps assure the agency that the loan is a good risk. Further, since the bank has done more of the necessary credit investigation before the loan request is submitted to the Small Business Administration, the agency usually can process this type application more quickly.

QUESTION 4 — What are the maximum amounts available to me?

Answer: The amount which you may borrow from the Small Business Administration depends upon how much you need to carry out the intended purpose of the loan. However, under the Small Business Act of 1953, which created the agency, the largest loan the SBA can make to any one borrower is \$250,000. This is the maximum both for a direct agency

loan and for the agency's share of a participation loan.

The Small Business Administration is authorized to make loans of more than \$250,000 to groups of small firms which have formed a corporation to produce or obtain raw materials or supplies. In the case of these so-called "pool loans," the maximum amount is \$250,000 multiplied by the number of small firms which have formed the corporation.

QUESTION 5 — What are the terms of repayment on a loan?

Answer: The Small Business Administration's business loans generally are repayable in regular installments, usually monthly including interest on the unpaid balance.

General business loans may be for as long as 10 years, loans under the limited loan participation plan for a maximum of 5 years, and pool loans for a maximum of 20 years.

The interest rate on the Small Business Administration's direct business loans has been set by the agency's loan policy board at 6 per cent per annum. In participation loans, the private lender may set the rate of interest on the entire loan, provided it does not exceed 6 per cent per annum. The interest rate on the agency's pool loans is 5 per cent per annum.

QUESTION 6 — Do I need government contracts to be eligible for a loan?

Answer: Not at all, although of course the agency does make loans to small firms which need working capital to carry out government contracts.

QUESTION 7 — How long must I wait, normally, for action on a loan?

Answer: The Small Business Administration acts promptly on all applications and in most cases a decision can be given within about three weeks. However, the time required to process a particular application depends in part upon the care with which the businessman has prepared his loan request, the completeness of the information he has furnished, and the amount of work necessary for the Small Business Administration to give full consideration to all elements of the application.

As pointed out previously, the agency generally can act more quickly on an application for a participation loan than on one for a direct loan, since the bank provides the Small Business Administration with much of the necessary credit information.

QUESTION 8 — How can I deter-

mine whether I qualify as a small business?

Answer: There are two important considerations here. First, as defined in the Small Business Act, your firm must be independently owned and operated and not dominant in its field. Second, you must meet the SBA's criteria in regard to dollar volume of business. In general, the agency classifies a wholesale concern as small if its yearly sales are \$5,000,000 or less, and a retail or service trades firm as small if its yearly sales or receipts are \$1,000,000 or less.

QUESTION 9 — What sort of records and information will I need to present?

Answer: In considering an application for either a participation or a direct loan, the SBA will want the same kind of information that a bank needs when weighing a loan request. The Agency will want to know the proposed purpose of the loan; your financial condition; how you propose to repay the loan, and the available collateral.

QUESTION 10 — Where do I go to apply for an SBA loan? Whom do I see?

Answer: As indicated, you should first see your local bank about a bank loan, or a bank-Small Business Administration participation loan. If the bank cannot extend the financing on its own, or in participation with the Small Business Administration, you may then apply to the agency for a direct government loan. The local bank most likely can give you the address of the nearest of the Small Business Administration's 37 field offices, which are located in major business centers across the nation. Or, if you live in or near a large city, you might check the "U. S. Government" section of its telephone directory to see if a Small Business Administration office is located there. Of course, if you prefer, you can obtain the address of the nearest field office through written inquiry to the Small Business Administration, 811 Vermont Ave., N. W., Washington 25, D. C.

QUESTION 11 — Can I use part of an SBA loan to pay off a first mortgage against my place of business? Can I use a part of such a loan to liquidate other indebtedness against my place of business?

Answer: In general, the SBA will allow the use of proceeds of one of its loans to pay off a first mortgage against a property only when the

(Continued Page 31)

CONCRETE BY THE YARD

By F. C. Livingstone

Continuous 300-ft. lengths of prestressed concrete floor and roof planks are being manufactured in England, at the Mugginton, Derbyshire, plant of Richard Lees, Ltd. The concrete beam is extruded out in its proper shape and size from an overhead casting machine, as the casting machine moves down the length of the flat bed. When the beam has been cured, it is automatically rolled up to a saw table that cuts off the required lengths, up to 30 ft.

Arching over the concrete casting beds—there are three beds side by side—is a traveling gantry. Slung from the gantry, and supported by it, are the concrete hopper, and below it, the casting machine. The hopper is kept filled with fresh concrete from the mixer by a monorail truck that moves along the side wall of the plant and out onto the traveling gantry to dump the load in the top of the hopper.

When the flat bed of concrete is ready for the section, the gantry begins, from one end of the bed, and moves in short intervals of about 18 in. down the 300-ft. length. As it moves the correct amount of concrete is metered out on the flat concrete bed surface, which acts as the bottom form. Width dimensions of the sections are controlled by the vibrating side plates. The top surface and thickness of the unit are controlled by a moving screed.

Guides underneath the casting machine place the prestressing strand in the exact position within the section as it is being cast. The cores in the beam are formed by steel tubes around which the beam is cast. Flexible rubber extensions of the steel tubes follow out for some distance behind the casting machine and buttress the walls of the cores to keep them from caving in.

When the entire 300-ft. section has been cast, a covering is put over and hot water is pumped into the concrete bed below the new unit; heat from this rises into the freshly-poured units. Thermocouples, im-

bedded in the concrete, measure the heat along the length of the bed; so that when there's too little (or too much) heat in any one location, this information is relayed to the boiler.

Once cured, the covering over the unit is stripped off, and rollers, at 8-ft. intervals along the bed, are hydraulically raised, lifting the section from the bed. Then powered rollers, similar to those used in a steel mill, draw the 300-ft. slab to the cutting saw at the dead-anchor end of the bed.

In the meantime, the strand trailing uncut from the continuous beam follow as the beam rolls off the casting bed. Thus when the last of the beam is off the bed, the strand is clipped at the end of the section leaving the new lengths of strand in position for tensioning to become the next section.

Tensioning to 70 per cent of ultimate is accomplished by three 120-ton jacks, placed side by side across one end of the plant.

The layout of the casting plant, with the one gantry straddling the three parallel beds, is such that while the casting machine travels the length of one bed, a completed beam is curing on another, and on the third bed a cured beam is being rolled forward to the cutting table. This sequence takes approximately four hours; so in an 8-hour shift, the production from two beds runs through the saw and is lift-trucked out to storage. Cross section of the usual plank is 13-in. wide with a depth of from 4 to 8 in.

The plank, produced by Richard Lees Ltd. and sold under the trade name Tembo in England, is homogeneous and is cast of either regular sand and gravel concrete or lightweight concrete, depending upon the customer's specifications.

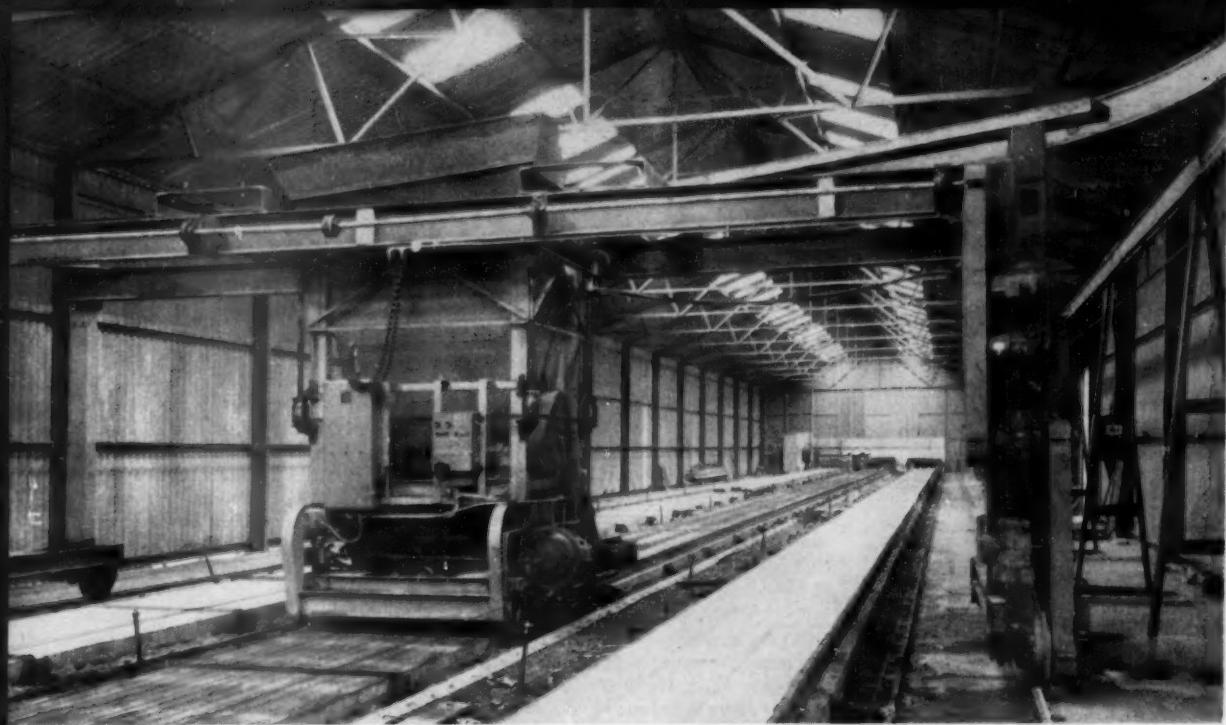
Labor force at the plant includes one operator at the mixing and batching plant; two more on the casting machine; one man on the saw; a lift-truck driver; and a maintenance man. Added to this are two more men who load the delivery truck and do odd jobs around the plant, such as sweeping, etc.



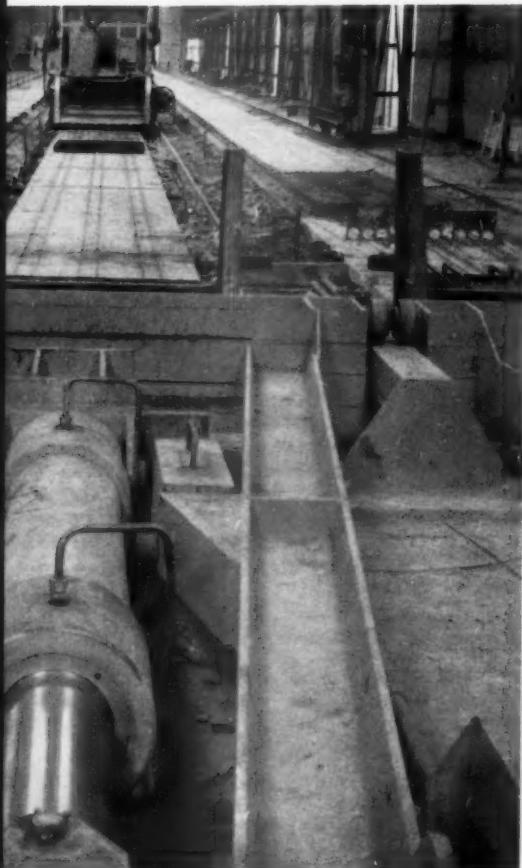
● Machine extrudes concrete



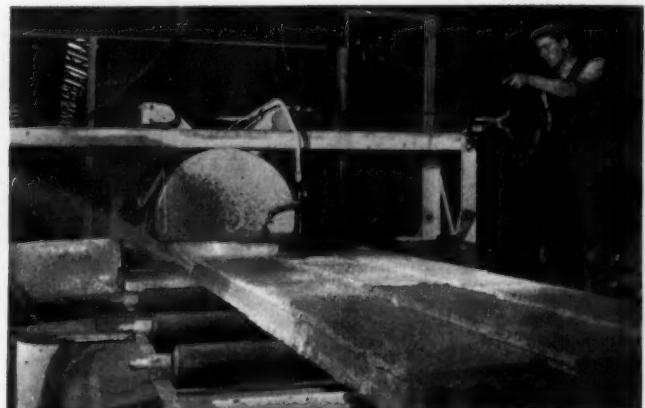
● At tensioning end of the beds.



planks; as the gantry and casting machine move, concrete is extruded onto the bed and between vibrating side forms.



three 120-ton jacks stress the strand.



● After the planks have been formed and cured, they are lifted off the bed and drawn by powered rollers to the saw behind the dead anchor end. Here they are cut to specified lengths.



● Roof planks, placed side by side, will be grouted together.

Co-Channel Chatter No Longer

By Adolph Modahl and Ed Scott

Co-channel chatter is the term given the accumulation of unwanted local messages, skip interference and other interference heard on a crowded two-way radio channel. Many ready mixed companies, Modahl & Scott, Inc., included, have experienced this annoying situation.

Communications men tell us it develops like this: The rapidly increasing number of radio users has forced the Federal Communications Commission to allocate the same radio frequency to more than one user. A ready mix company, licensed as we are in the Special Industrial Radio Service, more than likely shares its channel with heavy construction, other ready mixed firms, agriculture, and certain service organizations. The F.C.C. tries to hold to a minimum the number of companies allocated to a channel in one particular area. But in certain heavily populated locations, this is impossible.

What's more, atmospheric conditions at times cause radio signals to travel extremely long distances. This is known as skip interference. When these signals are on your own frequency, you will hear these as well as local signals. The end result is channel chatter.

With our first radio system, in-

stalled several years ago, we experienced this situation. It was particularly unpleasant since our radio dispatcher mans an office that was frequented by both contractor and fuel customers. With the radio crackling constantly in the background, the channel chatter situation was not only annoying to us and to customers, but was in fact harmful.

Since we knew that radio could be beneficial, we were in quite a dilemma until the development of what is known as tone coded squelch by the two-way radio manufacturers. This proved to be the answer.

The particular type we chose is known as Private-Line radio, manufactured by Motorola, the first of this type available. This equipment is designed to block out much of the unwanted co-channel signals, both local and skip. For us, it works perfectly, eliminating all unwanted messages.

The way it works is a bit technical, but perhaps I can explain it. When one of the transmitters, base or mobile, sends out a radio signal, a separate inaudible coded tone is superimposed upon that signal. The receivers in our system have included in them a small circuit that blocks all radio signals from the audio portion of the receiver, so keeping it quiet. This

special circuit, however, is sensitive to a particular tone. When that tone is received, it unblocks the receiver and lets the radio signal through to the audio network, allowing it to be heard. Since the special receiver circuits in our units are sensitive to the inaudible tone superimposed by our transmitters we do hear our own messages but not other systems' transmissions.

We have experienced the usual benefits an effective two-way radio system provides a ready mixed operation. Most noticeable, of course, is co-ordination of nightly cleanup. Our drivers can notify the batch plant when the jobs are completed, so the plant crew can get at their cleanup task as soon as possible. Without radio, they would have to wait until all trucks had returned to the yard. At times, this could cause expensive overtime.

The same benefit affects us conversely as well. Our plant and storage yard is located on a long narrow piece of property. We have no immediate truck washup facilities. Our drivers clean up their trucks in four separate spots in different parts of Bloomington. At night, when a driver finishes his last load, the dispatcher can tell him to head for the nearest washup spot. Without radio, the man would have to drive to the yard first to make certain he was finished for the day and then backtrack to the cleanup yard. Here again, radio many times results in lower payroll costs and less truck mileage.

There is no doubt that complete control of trucks effected by two-way radio means lower operating expenses. We have experienced several instances where loads of concrete that would otherwise be wasted were saved because the driver was able to call for assistance after a truck breakdown.

Small lots of concrete, left in a truck after a job is finished, are also saved many times since the driver can be dispatched to another job. Service is definitely speeded up since we can be informed immediately of a changing job situation and can adjust our plant operations accordingly.



● Switch on and co-channel chatter, which used to continually crackle over the receiver, is blocked out; only the office's coded signals come through.

Bothers Us

It is our opinion that the goodwill created by radio sells our product. Such things as the time our driver was able to radio for an ambulance after a construction worker fell into the excavation are the best ingredients for improved customer relations.

Radio has become an accepted fact for both ourselves and our customers. The monthly investment in the equipment, as far as we're concerned, is no more than we'd have to pay for a salesman to obtain the same amount of business sold indirectly by the radio system.

Our present radio system consists of a 60 watt Motorola base station and 12 mobile units. The mobile equipment uses transistors in the power supply, making it less subject to failure. The entire system is maintained under a maintenance agreement with the manufacturer, with the actual work being subcontracted to its local independent service station.

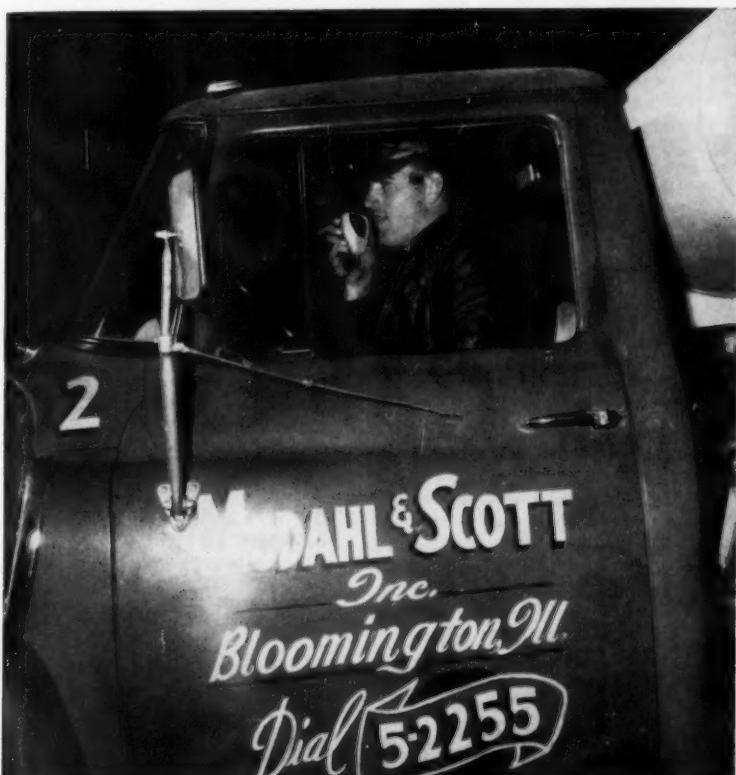
We are obtaining the system under a lease-purchase option arrangement, which costs us approximately \$190.00 per month. The maintenance costs \$67.50 per month. After five years of the lease, the equipment is ours.

The antenna for the system is mounted 75 ft. high on top of our old batch plant, enabling ordinary operating range of 15-20 miles, which is all we need to cover our market area. The above mentioned old batch plant is right next to a new four-yard automatic batcher which we installed in mid-1958.

As more realize what a radio system can do, the crowded channel situation, mentioned at the beginning of this article, is bound to get more aggravated. While the Federal Communications Commission has taken a step to alleviate this difficulty by allocating more channels to the Special Industrial group, the growth of radio will soon absorb these new frequencies, so the co-channel interference problem by no means will be solved. The only solution for those companies in a situation such as we experienced is Private-Line radio.



● Modahl & Scott's front office, too, is blessed with more peace and quiet. No longer do the transmissions of other two-way radio users on the same frequency make a continuous jabber in the background, interrupting concentration.



● Day ended, driver calls in to verify last load, then heads for the nearest washup site. Modahl & Scott has no cleanup facilities at the plant.

Summary

Foreman relations, like a reputation for honesty, can suffer long from a single breach of faith. Many small plant foremen feel rejected by both management and work force. Yet foremen are essential to efficient operation and as such must have a close-knit working relationship with the executive group. Improving that relationship involves the top man's attitude towards his foremen, the selection of good prospects for foremanship, effective training, job satisfaction, and suitable rewards for work done. Some of the positive actions executives can use in building sound foreman relations include screening

employees constantly to find suitable candidates for foremanship, providing practical orientation and instruction before promotion to supervisory positions, giving foremen as much information as possible, listening to what they want to say, including them in management meetings, helping them expand their horizons, and backing them up in the actions they take, even if mistakes are sometimes made. Demonstrated appreciation by management of the foremen is also very important, as are promotion opportunities, fair pay, and consistent thoughtfulness in terms of status.

Building and Keeping Competent Foremen

By EDWARD L. ANTHONY
Small Business Administration

In many small plants today, the foreman feels like a forgotten man. He sees himself as responsible to executives but not included on the management team; in charge of production workers yet not fully accepted by the employee group. As one foreman put it: "You're really everybody's whipping boy."

Researchers in business management have found evidence that foremen are often unhappy in their current role. Surveys indicate that during the last five years fewer and fewer regard themselves as a part of management or feel that the management-foremen relationship is as good as it used to be. Most serious of all, perhaps, is the fact that the younger, newer foremen often seem to have the poorest relations with executives. The chief reason is probably that the majority of new foremen are poorly prepared orientation- and training-wise for the work they have to do. Yet preparation is essential. In the typical small plant, a foreman needs to be one-quarter production specialist, one-quarter liaison officer, one-quarter personnel man, and one-

quarter teacher. While almost nobody is equally skilled in all these areas, many a foreman has had to take on all four as best he could when he was shifted to the first rung of the managerial ladder.

The conclusion of a number of observers is that foreman relations can stand a good deal of improving. The questions then are: Where to start and what to do? While they may not tell the whole story, the following points are of major significance in building effective foreman relations: (1) the boss' attitude towards foremen, (2) the choice of candidates, (3) the training given, (4) the opportunities for job satisfaction, and (5) the rewards for work well done.

The Boss' Attitude

- In a small company, the attitude of the top man toward foremen is at the heart of the matter. It can make the foreman feel as though he were either an errand boy, or a policeman, or a leader. If, for example, the boss wants foremen to participate in management decisions, their role will be

quite different from what it will be if the chief executive runs things with an iron hand by himself.

The errand-boy foreman is expected to follow instructions without question or suggestion. Having little authority, independence, or prestige he often resents management and ducks responsibility whenever and wherever he can.

The policeman foreman is used by management mainly to see that rules are obeyed and orders carried out. Duress is the operating principle, and from it grows a relationship in which communication is in one direction only . . . down.

The foreman who is regarded as a leader is in a very different situation from the other two. Naturally, he must see that company policy is followed and that work gets done. But, in addition, he is expected to be the representative of management in the actual production process. The boss treats him as a member of the executive group with recognized responsibilities for human relations, training, and liaison work in addition to getting out production. His ideas are

listened to and his opinions respected in the "front office."

Sift with Care

Once top management recognizes the need to improve foreman relations, and foremen are accepted as working with executives rather than for them, the next problems are selection and training—in that order. It does no good to educate and groom a man for foremanship if he is emotionally or intellectually incapable of the work. As a result, it is important to sift with care the candidates for future foreman jobs.

The sifting process should be a continuous one so that at any given time you are up to date on the reserve strength in your firm. Usually it will involve three elements: (1) job records, (2) psychological tests, and (3) personal interviews. Don't hunt for geniuses. People of average mental capacity (or somewhat above) are perfectly satisfactory. Look for evidence of an orderly mind, good social adjustment, and an interest in people. Personality traits are very important but so hard to judge in a short time that repeated checks by various people over a considerable period are worthwhile.

You should also ask your experienced foreman to watch for potential supervisors. When likely prospects are spotted they can be asked to drop into the front office. Here you can tell them that they look like foreman material and ask them whether they would be interested in having further interviews and tests. If the answer is yes, you can have them move on to the other phases of the selection process.

Provide Sensible Training

Once you have prospects picked out, some kind of practical, special training should come next. Four approaches, currently in use, give an idea of how the training job can vary: (1) informal work rotation, (2) orientation plus fill-in assignments, (3) on-the-job training plus lectures and homework, and (4) full-scale, in-plant instruction.

INFORMAL WORK ROTATION: This method often has great appeal for small concerns because of its simplicity and adaptability. In it the potential foreman is shifted about among the main plant activities without any rigid schedule. He sees other foremen in action, gets known around the shop, and builds up a perspective on the operation as a whole.

ORIENTATION PLUS FILL-IN ASSIGNMENTS: This method gives the prospective supervisor a broad background in what foremanship involves—before the actual responsibility is assumed. He is put into a somewhat special status in which he draws a salary, gets briefings from executives, observes various production activities, and fills in temporary vacancies caused by vacations, illness, and the like. After a certain amount of this indoctrination and practice, a man steps into a permanent foreman job when it opens up.

ON-THE-JOB TRAINING PLUS LECTURES AND HOMEWORK: This method carries over from the pre-foreman stage to the post-foreman stage. When a man is still a production worker he is given a period of classroom study on company time, together with homework to be prepared on his own time. Later, when he takes over as a foreman, he gets additional, advanced on-the-job training to improve his skill and confidence in the particular job.

FULL-SCALE, IN-PLANT INSTRUCTION: This method puts a candidate into virtually full-time classes, briefings, and discussion groups. Short job assignments are given to provide practice in recognizing the situations and applying the techniques taken up during the instruction. Because of its requirements for space, time, and manpower this approach can be impractical for very small organizations.

Actually, of course, you don't have to stick to any one system exclusively. The objective is to give the new foreman some perspective and skill, plus an opportunity to try his hand at directing the efforts of others.

Build Job Satisfaction

For a man who is already a foreman the main ingredient in good foreman relations is the opportunity for satisfaction in the job itself. There are several things management can do.

GIVE HIM INFORMATION: Tell the foreman just what he is responsible for and how far his authority goes. Remember, too, that being the link between those who plan, coordinate, and control and those who actually do the work, the foreman should be particularly conscious of the "whys." His job satisfaction is increased materially if you outline the reasoning behind a given decision or order.

LISTEN TO HIM: Similarly, a foreman will have reactions to situations which he will want to express. The more the boss can listen with an open mind to what the foreman has to say, the more the foreman will tend to

identify himself with management, and the better the relationships. Moreover, many a foreman has practical ideas which are worth collecting and studying carefully.

INCLUDE HIM IN MANAGEMENT MEETINGS: Another threat to good foreman relations is a foreman's feeling that "front-office executives" have no clear concept of his problems and no intention of consulting him before setting policy. To offset this feeling, hold staff meetings of key people concerned with production, including the foreman. This does not mean that "direction of the company is surrendered." It does mean that, like other members of the management team, the foreman is called upon to participate in solving problems which affect him and the people he supervises.

HELP HIM EXPAND HIS HORIZONS: It is worth while to provide opportunities for the supervisor to expand his mental horizons and get a change of pace. This can be done in many different ways, among them: memberships in appropriate organizations, visits to other plants, subscriptions to suitable publications, participation in charity drives, leisure-time use of certain company facilities, and so on. Obviously, some foremen will take to this sort of thing more than others. Therefore, while such opportunities should be offered, they should not be forced. Don't create the impression that acceptance in the company depends upon enthusiastic participation in all extra-curricular activities.

BACK HIM UP: Any good foreman wants to take initiative and make decisions. Any good manager wants his foreman to do so within his appropriate sphere of action. Management support is essential in promoting such acceptance of responsibility. Actions taken by the foreman must be backed up by top executives—if possible even when mistakes are made. If errors do occur, some way must be sought for the foreman to save face. Few things ruin foreman relations quicker than the boss' "running out" and leaving a supervisor without endorsement for what he has done. Also, the boss must take full responsibility for his own actions and never blame a foreman for executive errors. By the same token, credit for sound decisions and ideas should go to any foreman involved, not be grabbed by somebody higher up.

Show Your Appreciation

Appreciation for the contribution made is important to nearly everyone,

(Continued page 32)



● "The so many children she didn't know what to do" line up to climb the steps inside the Old Lady's Shoe.

Children Romp at a Concrete Playground

By GRIER LOWRY

The Children's Zoo, in Swope Park, Kansas City, Mo., ranks as one of the country's most popular miniature parks. Postig year-to-year increases in attendance since making its debut in 1948, the little zoo eclipsed all records in 1958 when turnstiles clicked off well in excess of 600,000 visitors.

From the standpoints of educational and diversionary features, and making the younger element feel that here is a little world that's their very own, the Children's Zoo takes its hat off to no other similar exhibit—not even the more elaborate children's installations located in parks in other metropolitan areas.

But the factor that makes the little zoo in Kansas city even more unique is the fact that it has been built on the thinnest of budgets.

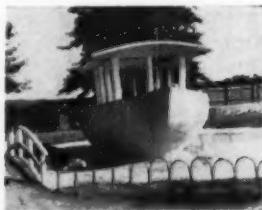
The feat of erecting an attractive miniature park with appeal to youngsters was accomplished by using city park labor, 90 per cent used material and little outside help. The man who sparked the entire project, including shaping the designs of the colorful, fascinating, little exhibits was William T. A. Cully, Director of the Swope Park Zoo.

Under Mr. Cully's artful direction the original plot of ground was transformed into a child's colorful wonderland of Noah's Ark, Wishing Stone, Old Lady's Shoe, Hickory-Dickory-Dock Clock, Guinea Pig Castle, and a pint-sized telephone

booth and drinking fountain. Throughout, there's a variety of sizes and shapes and a bright melange of blues, yellows, purples, reds, etc.

The initial concrete installation was "Winnie, the Whale," a blue, wide-eyed, mammal which reaches 16 ft. in length and is 8 ft. high. It has a red "walk-in" mouth which embodies a glass aquarium with baby alligators.

"When we built the whale in our zoo concrete shop," Mr. Cully stated, "we discovered with pleasure the complete flexibility, moderate costs and unique effects possible with concrete. The basic structure of the whale was tailored from metal laths and reinforcement rods which made it simple to shape the size and design desired. The concrete and sand



● Winnie the Whale, a 6-ft. pumpkin, gayly-decorated restrooms, and Noah's Ark delight the kids from 2 to 80.

mixture used on the whale was simply plastered on to a three-inch thickness."

Concrete exhibits in the recently completed new addition to the zoo includes Noah's Ark, a 10 x 22 foot structure which is surrounded entirely by water, and is reached by a metal ramp. Built at an outlay of \$2,100, the concrete finishing on this structure was farmed out to a local gunite specialty company. With the fast, economically, guniting process, the concrete work on this exhibit was completed in less than four days—a job the zoo director estimates would have taken several weeks if attempted manually.

The rest room building in the new addition of the park points up graphically the complete flexibility in building design possible with concrete. Appointed with all miniature equipment, the restrooms are designed expressly for young fry. The outside of the building is colorfully decorated in bright murals. The free-form roof, which features a six-foot overhang, is supported by two steel columns on each side of the building. Fanning out from these columns are steel reinforcement rods. The roof was made from a wooden form, into which the concrete was poured, and then transported to the beams by using an electric hoist.

With this method, the zoo designers were able to construct the roof first, shaping it to the design desired, and adapt the wall construction to suit. The walls are composed of concrete blocks.

A 6-ft. concrete pumpkin, done in natural yellow with a green stem, is another sterling favorite with zoo visitors. Children enter the pumpkin through an opening in the back and then peer out through a hole in the front. Inside the pumpkin is a mural depicting a white-haired grandmother watching television.

Newest concrete addition, and easily the standout attraction, is the "Old Lady in The Shoe," an exhibit that extends 16 ft. in length, is 6 ft. wide and 10 ft. high. Built entirely of concrete, even to the laces, and decorated with flower boxes in the upper level, the shoe is finished in light tan and has a brown patch on one side. Children use metal steps to reach the top and skim down a slide on the other side.

The Children's Zoo in Kansas City is designed with a child of about six years of age in mind. However, youngsters from 2 to 80 find intense pleasure in viewing the fascinating, pint-sized exhibits.

SBA LOANS

(article begins page 22)

mortgage has already been substantially repaid and only a relatively small part of it remains due. In such cases the funds may be used to pay off the first mortgage holder and the Small Business Administration will then take a first mortgage as collateral. If the prospective borrower has a first mortgage on his property that has a long time to run and is on favorable terms the Small Business Administration will not advance funds to pay it off.

Many of the business loans approved by the Small Business Administration are used to pay off various types of indebtedness that the businessman has incurred. It is often advantageous to the borrower to consolidate all of his debt obligations in this manner.

QUESTION 12 — Is it possible instead of obtaining a formal written refusal from a bank or insurance company, that I can have a real estate broker furnish a letter to the effect that specific banks and insurance companies have refused to accept a mortgage loan against my business property?

Answer: No. The Small Business Administration requires that the prospective borrower first visit his bank of account and discuss the possibility of obtaining a private loan before he can apply for a government loan. In larger cities, he is required to try to obtain the funds from one other bank in addition to his bank of account.

QUESTION 13 — How far back

should I be required to submit an operating statement?

Answer: Detailed financial statements covering at least three years of operation are usually required, and in some cases the Small Business Administration may ask for statements covering the past five years.

QUESTION 14 — Can I make a loan to improve my business structure, expand it, re-equip it and renovate it, or otherwise to make it more modern?

Answer: Yes. Many Small Business Administration loans are made for these purposes. Loans are made by the Small Business Administration to finance business construction, conversion of expansion; to finance the purchase of equipment, facilities, machinery, supplies or materials, and to supply working capital.

QUESTION 15 — If I am turned down by a regional office, can I appeal to the Washington headquarters?

Answer: It is not necessary to make such an appeal since regional offices, while they have authority to approve the smaller Small Business Administration loans, do not have authority to decline them—they can only recommend to the Administrator in Washington that they be declined. Such loans are always reviewed in Washington. When a loan application is declined by the Washington office, the businessman may appeal for reconsideration if he can show that he can successfully overcome the objections that the Small Business Administration had for refusing the loan.

PUBLICITY

(article begins page 20)

release that has a good photo included. Check these ideas on publicity pictures:

► SHOW PUBLICITY ANGLE: Try to get some recognition of your plant into the photo. This will remind readers of you, both the company and its products and get the message over to people who do not read the copy.

► USE GLOSSY PHOTOS: Your editor will be able to use glossy photos better. The reproduction will be much clearer and be better publicity for your ready mixed or concrete products plant. The best size is 8 x 10 although 5 x 7 can be used.

► IDENTIFY PHOTOS: Be sure you have some identification on your photo. A rubber stamp is best. Attach a sheet of paper with the infor-

mation about the photo, . . . names of people, identification of equipment, project working on, etc.

► PROTECT PHOTOS: When mailing photos use corrugated cardboard on either side of the photo. Use envelopes the right size to eliminate slipping. Use library paste, rubber cement or scotch tape to attach caption sheet on back—glue shows up in the engraving. Don't write on the back of photo—marks show through on printed picture.

These twenty-one do-it-yourself ideas will help you save money and make it easier to prepare publicity that will break into print—give your public relations program a boost.

Building Competent Foremen

(article begins page 28)

including a foreman. At this point some managers will ask, "does that mean that I've got to 'soft-soap' these guys every 5 minutes? I don't ask them to work for nothing; the pay's my thanks."

The answer is that soft-soap is worse than useless. And pay, in and of itself, is not enough. For the best foreman relations, supervisors must feel that they belong with the executive group. It is all but impossible to do this without some genuine indication that executives recognize and value the role the foreman plays. What is said or done has got to ring true; fake sentiments are soon detected and serve only to breed mistrust.

Moreover, the personal touch is important. Appreciation coming directly from the top man, in person, means vastly more than hearing from someone else that "the old man asked me to tell you he thinks you're doing a good job." It is important for top executives to go to the foreman's workplace as often as they can—to see, and to be seen on cordial terms with the foreman.

Offer Promotion Opportunities

- Another aspect of foreman relations is offering a chance for advancement. Foremen should be told that they will be considered for higher executive jobs unless they request

otherwise. There are exceptions, of course, but most foremen will feel more a part of management if they can see the supervisor's job as a definite rung on the executive ladder. This means "promotion from within" in fact, not just in theory. People must actually be allowed to rise from work force to supervisor to upper administrative rank.

To be sure, promotion opportunities can be a real problem in a small company. There may not be many foreman jobs in the first place, and still fewer executive positions in the second. Promotions can't be made very often. Also, the very top posts may be filled by owners of the business. In such a situation, however, efforts to find ways of promoting a capable foreman should still be made before an outside man is brought in.

Pay Them Fairly

- Any sensible manager knows that among average foremen prestige, authority, and the satisfactions of doing are more sought after than salary. But money still talks loudly as a sign of success and status. Consequently, fair pay is always important in improving foreman relations.

By and large, there is no widespread fear of unemployment today. Similarly, there seems to be relatively little reluctance to shifting residence to a different locality. The result is that the typical foreman feels free to

judge critically the financial and non-financial aspects of his job, and to move on if the combination doesn't seem right. To see the other fellow making substantially more for the same kind of work usually seems wrong.

"Fair pay," of course, is a relative term. What is fair in one case will not necessarily be so in another. As a rule-of-thumb it has been said that job satisfactions compensate to some degree for lower-than-average pay and vice versa. But it is also often found that it takes a large assortment of non-monetary rewards to make up for a small deficiency in pay.

Some small companies have experimented successfully with bonus and profit-sharing to tie the foreman's earnings, at least in part, directly to the success of his company. Another approach, available to incorporated concerns, is the use of stock-purchase plans. The pitfalls and opportunities of these devices have to be sized up in each individual case.

However, in the face of stiffening competition, small plant managers are becoming increasingly conscious of the need to pay foremen at least the average salary being offered in the labor market in which they compete, and to provide all possible non-monetary rewards, as well. In the words of one manager: "What supervisors do with the plans and policies of executives can make or break the efficiency of a company. A good foreman lost is a real competitive blow. We think a foreman should earn about 25 percent more than the highest-paid employee he supervises."



Officer and delegates at the 9th annual convention of the Ready-Mixed Concrete Assn. of Wis. New officers (L to R) are: vice president, Leonard Tews, Tews Lime and Cement



Co.; treasurer, Harold Mulvey, Twin City Transit Mix Concrete Co.; president, B. C. Froemming, Central Ready-Mixed Concrete Co.; and executive secretary, Tom Durkin.

A Look at What's New in EQUIPMENT and MATERIALS

Johnson Has New Bulk Cement Transfer Plant

A 500 bbl. per hour capacity bulk cement transfer plant, designed to require a minimum of maintenance, has been introduced by the C. S. Johnson Company, P. O. Box 71, Champaign, Ill. The plant provides an economical and convenient method of transferring bulk cement or similar bulk material from hopper cars to trailer or dump trucks.



Easily transported, the transfer plant is readily erected on a timber mat and braced with guy wires. Only minor excavation is required prior to set-up. It can also be erected without guy wires by bolting to a reinforced concrete mat.

Bulk material is carried from the bottom of the hopper car by a 12-inch diameter screw conveyor. Screw incline is adjustable up to 10 degrees. Heavy steel conveyor trough has removable, dust sealed steel covers. Plant also comes equipped with canvas shrouds and attachment plates for hopper bottom of the railway car.

A 4 in. pitch, all-steel elevator chain has ground and heat-treated alloy steel pins and hardened knuckles. Chain carries 16 x 8 in. welded steel buckets at 16 in. centers. The 22 x 50 in. steel elevator casing has a built-on ladder for access to take-ups and grease fittings at the head. Spout for loading into trucks is made of 12 in. diameter, corrosion-resisting steel and includes a canvas shroud.

Power for the screw conveyor and elevator is furnished by a gasoline engine with clutch takeoff, or an optional 10 horsepower, 220/440 v. electric motor. Multiple V-belts from motor to a shaft-mounted speed reducer on the boot shaft control operating speeds.

Enter T43 on Inquiry Card

How To Use Perlite For Insulating Concrete

Specifications and applications for the use of Permalite insulating concrete for roof decks and floor fills are set forth in a new bulletin No. C11-1959 just released by the Mining and Mineral Products Division of Great Lakes Carbon Corporation.

The eight-page catalog includes specifications for the mixing and application of insulating concrete made with Permalite expanded perlite. General characteristics of Permalite concrete are also discussed. Engineering data charts provide complete information on composite roof deck systems using Permalite insulating concrete as fill over corrugated steel decking, structural concrete, paperbacked wire mesh, formboard systems, and rib metal lath. Data includes total safe uniform loads and physical properties of the finished deck.

Permalite concrete fire ratings are given for unprotected steel roof deck-

ing, a steel column for exterior use, perlite concrete curtain wall and four-inch perlite concrete blocks. Floor construction data for Fermalite includes applications with radiant heat pipes in the floor, radiant heat ducts in the floor and cellular steel flooring.

Copies of the bulletin No. C11-1959 are available without charge from the Perlite Dept., Mining and Mineral Products Division, Great Lakes Carbon Corporation, 612 So. Flower St., Los Angeles 17, California.

Enter T44 on Inquiry Card

Brochure Describes New Hyster Straddle Carrier

A four-page brochure describing the new M300E straddle truck carrier has been published by the Hyster Company. Some of the truck's many advanced design features described in the brochure include: greater power, better maneuverability, smoother ride, and improved operator comfort.

For copies of this brochure and specifications on the new Hyster 30,000-pound capacity carrier, contact your nearest Hyster industrial truck

dealer or write to Hyster Company, 1003 Myers Street, Danville, Illinois.

Enter T45 on Inquiry Card

New Generator Overdrive Keeps Battery Charged

A newly-developed generator overdrive system assures peak generator performance and constant battery charge for all types of automotive vehicles, even at curb idle with all accessories operating simultaneously.

Called Gen-O-Drive, the unique overdrive is distributed by Consolidated General Products, P. O. Box 7425, Houston 8, Texas. Economical in cost, Gen-O-Drive works by instantly increasing generator rotation when the engine is idling or running at low speed. As engine speed increases, Gen-O-Drive automatically returns the generator to its normal operating rate.

It has been fully field tested in cars and trucks by utilities, air bases, state police departments, fleet operators and industrial users who demand maximum electrical current at any engine speed to operate radiotelephones, fork-lift units and additional special equipment as well as headlights, radio, heater and air conditioning.

Gen-O-Drive is also of value to operators of local delivery vehicles used in stop-and-go traffic and which may need to idle for long periods. Since the Gen-O-Drive keeps the battery from discharging under such use, "dead" batteries and lost time due to service calls for recharging are virtually eliminated, according to the manufacturer.

In a typical test, the Gen-O-Drive was attached to the generator and with engine idling the ammeter, or other battery power indicator was checked. It showed no discharge. Then, the driver turned on headlights, radiotelephone, radio plus other electrically-operated equipment.

Speed Concrete Deliveries — Cut Costs

with **MONARCH**
DYNA-CHUTE

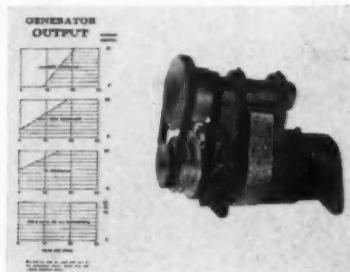
POWER HYDRAULIC CONTROLS

RAISE, HOLD or LOWER
... in seconds ... automatically

With DYNA-CHUTE the discharge chute operates automatically. Just flick the control handle and the chute is raised, held or lowered instantly. Save time — keep deliveries on schedule. Thousands in use coast-to-coast. Easy to install and simple to operate. Modernize your existing ready-mix trucks with this safe, automatic speed control. Specify DYNA-CHUTE for your new units. All necessary parts are included to fit standard makes of mixers. See your dealer or write for full details.

MONARCH ROAD MACHINERY COMPANY

1331 MICHIGAN ST., N.E. — GRAND RAPIDS 3, MICHIGAN



A second check of the indicator still showed that the battery was not run-

ning down.

Maximum current availability is coupled with constant voltage regulation, according to the manufacturer, to prevent battery overcharging and preclude sudden surges of high voltage that might damage electrical components.

Gen-O-Drive requires less than 3/4 hp. to operate and is easily attached to any automotive generator, standard, heavy-duty or A.C. No special tools or complicated mountings are needed and all components required for installation are furnished with the unit. Because this mechanical system is simple in construction, it does not require periodic servicing, the manufacturer states.

Enter T46 on Inquiry Card

New Plastic Facing For Concrete Blocks

Pre-finished, plastic-faced concrete or lightweight block that permits the erection of finished walls in one operation is now available throughout the United States and parts of Canada.

Known as Aristocrat block, this new load-bearing construction material eliminates need for lathing, plastering, and painting. Construction time and labor and material costs are reduced, and earlier occupancy of the building is permitted.



All of this is accomplished without sacrifice in quality or appearance. Aristocrat, in fact, provides architects and builders with wide freedom of choice of texture and color. In appearance, the block resembles granite.

The plastic facing is polyester re-

sin, produced by American Cyanamid Co., combined with marble chips or other decorative aggregate such as oyster shell integrally and permanently bonded to the block by a patented process. Nine standard colors are available, and special colors may be ordered at extra cost.

The blocks may be used for interior or exterior walls and are available in single or double facing, as well as end facing. The double-faced blocks may be ordered with inside and outside faces of contrasting texture and color.

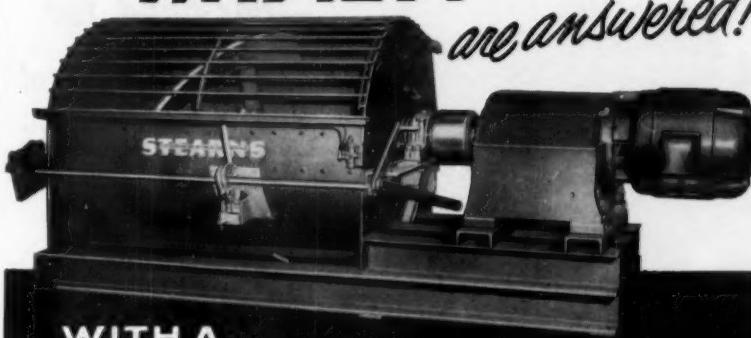
Complete information is available from the developer of the plastic facing, Volz Products, Inc., 8801 Page Ave., St. Louis, Mo. Some 40 block producers in the United States and Canada have been franchised to produce and sell Aristocrat blocks.

Enter T47 on Inquiry Card

New Book Devoted To Belt Conveyor Idlers

Book 2716, "Belt Conveyor Idlers," available from Link-Belt Company,

YOUR **MIXER** QUESTIONS
are answered!



WITH A...
STEARNS
DIRECT GEARMOTOR DRIVE MIXER!
Available in 42 and 50 cu. ft. capacities and the
new 75 cu. ft. "Double Drum"

THE 8 BASIC QUESTIONS ANSWERED!

1. Stearns Gearmotor Drive Mixers ELIMINATE the clutch and pulley, V-belt drive, countershaft and countershaft bearings, drive gear and pinion . . . FOR REDUCED MAINTENANCE.
2. Stearns Gearmotor Drive Mixers feature the gearhead in a sealed oil bath . . . FOR LONGER EFFICIENT OPERATION.
3. Stearns Gearmotor is coupled direct to bladeshaft by flexible coupling, packed in lubricant and enclosed . . . FOR SAFETY AND SMOOTH—QUIET OPERATION.
4. Stearns Gearmotor Drive Mixers are equipped with the best antifriction thrust bearings available . . . FOR LONGER LIFE, LESS DOWN-TIME.
5. Stearns Gearmotor Drive Mixers are standard equipped with Ni-hard sectional type, interchangeable liners, and Ni-hard blades . . . FOR MAXIMUM WEAR-RESISTANCE AND DURABILITY.
6. Stearns Gearmotor Drive Mixers feature pneumatically operated discharge door with fingertip control* . . . FOR HIGH SPEED BATCH HANDLING.
7. Stearns Gearmotor Drive Mixers offer the exclusive material sampling door* . . . FOR OPERATOR SAFETY AND QUALITY CHECK.
8. Stearns Gearmotor Drive Mixers are standard equipped with water distributing manifold and grid drum cover . . . THE MOST COMPLETE MIXER FOR THE CONCRETE PRODUCTS INDUSTRY.

Write for Illustrated Folder and Full Details—TODAY! *Optional on smaller mixers

STEARNS
MANUFACTURING COMPANY, INC.
ADRIAN • MICHIGAN • U.S.A.

contains detailed engineering selection data on five new series and 23 types of belt conveyor idlers and illustrates their versatility for a wide range of conveyor applications.

The new 40-page book lists the complete line of idlers now being manufactured by the company for belt widths of 14 inches up to 84 inches. All idlers are equipped with inverted angle bases and removable steel retainer clips that hold idler rolls securely in position. "Grease-through" feature permits lubrication of all rolls simultaneously from a

single fitting. This is a new feature on all series except the lightest duty idlers. All idlers are shipped from the factory filled with grease ready for immediate field installation.

The new book is conveniently key indexed for easy reference, as a handy aid in selecting the exact idlers to match specific belt conveyor operating requirements. A copy can be obtained without cost by writing to Link-Belt Company, Dept. PR, Prudential Plaza, Chicago 1, Illinois.

Enter T48 on Inquiry Card

New Batching Units In Toledo Scale Line

The addition of three new concrete batching units with drop beams is announced by Toledo Scale, and provides a complete line of concrete batching systems and a resultant savings in time, materials and product uniformity.

It is stated that the user can now choose among three new models according to the degree of automatic controls desired. One provides manually-operated drop beams; one automatic cutoff for each ingredient and manually-operated drop beams; and the third motor-operated drop beams. These three along with the Toledo concrete batching system with remote-setting Remocon controls, provide a full range of models which can be selected to solve particular concrete batching problems.

Each of the three drop beam models uses the Toledo double pendulum dial to provide an accurate weight indication. Operation of each of these systems is simple and differs only to the extent of the semi-automatic equipment standard to each model. The motor-operated drop beam system automatically controls all ingredients except water while the other models require either manual cutoff or manual initiation of the "feed" cycle.

The New Model "60" OSWALT BLOCK MACHINE

-designed for
**High Production of
QUALITY BLOCKS**



This powerfully built machine offers you plus values that will pay off in extra profits. It combines all the service features, developed by Oswalt engineers and proved in scores of plants.

*Now
available
with*

**The OSWALT
Off-Bearing
Block Hoist**

Also adaptable
to other makes
of machines.

Front-end Pallet Feeder—saves time, space and labor. Smooth-action Block Ejector—insures gentle delivery of perfectly formed units.

Improved Vibration and Cam Design—increases output by faster time of cycle.

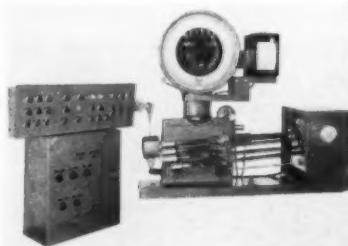
Simplified Height and Density Control in combination with Panel Light System enables operator to maintain uniformity in moulding.

Refer your block production problems to Oswalt engineers. Their experience is at your service.

OSWALT ENGINEERING SERVICE CORP.

1335 Circle Ave., Forest Park, Ill.

Phones: ESTebrook 8-4664 (Chicago) • FOREST 6-2798 (Suburban)



To compensate for moisture in the ingredients a full set of percentage discs is provided with each of the units. These are added to the beams in accordance with the percentage of moisture in each ingredient. By removing these discs, at the time the water is added to the mix, compensation is made for water in the "dry" ingredients and the accuracy of the mix formula is fully maintained.

All models in the Toledo line of concrete batching systems may provide for transmission of weight figures and data to remote locations. Weight data can be typewritten, numerically listed and totaled, stored for delayed recording, recorded by tape punch code, or introduced into a data processing system.

For further information write Custom Products Division, Toledo Scale, Division of Toledo Scale Corporation, Toledo 12, Ohio.

Enter T49 on Inquiry Card

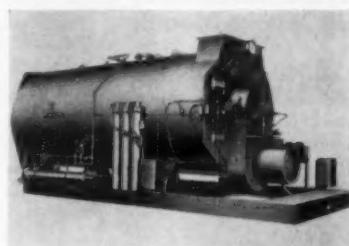
New 750 Hp. Package Boiler By Cyclotherm

A 750 hp. package steam generator, said to be the highest capacity fire-tube boiler manufactured since the establishment of the package boiler industry in 1935 is now manufactured by Cyclotherm Division, National-U.S. Radiator Corporation, Oswego, New York. The powerful new unit delivers 26,000 pounds of steam per hour at over 80 per cent efficiency.

Because of the patented Cyclonic Combustion principle incorporated in the design of the new unit it is no larger than most 500 hp. package generators. Overall dimensions are: 28' x 9'6" x 10'8". Designed for heavy oil or gas, the boiler can be adapted to burn either LP-Gas or light oil, as well. Modulation over an extremely wide range permits guarantee of efficiencies of 80 per cent

or better down to a small fraction of the rated 750 hp. capacity.

The husky steam generator opens new prospects for plant engineers by combining all the advantages of package steam generators, high efficiency; simplified automatic operation; compact size; inexpensive installation; no stack required; unified responsibility for operation with steaming capacities formerly associated exclusively with



HRT boilers assembled at the plant site, requiring large smoke stacks, separate buildings, etc.

The Cyclotherm C-26,000 makes it possible to utilize package boilers for many industrial processing loads formerly considered too big for a single package boiler and makes multiple installation of these units competitive with all but the largest

industrial boiler installations.

The 750 is the latest addition to the line of Cyclotherm steam generators that range in size from 18 to 750 hp., operating at pressures up to 200 psi.

Enter T50 on Inquiry Card

Bulletin Outlines Wire Rope Inspection Plan

The effective service life of wire rope can be substantially increased by a proper program of inspection according to Red-Strand Service Bulletin No. 104, issued by Leschen Wire Rope Division, H. K. Porter Company, Inc.

Proper operation and maintenance of wire rope is impossible without regularly scheduled inspections so thorough and accurate that any conclusions drawn from them can be fully trusted. This illustrated bulletin explains when inspections should start, how often they should be made, how they should be reported, and a point-by-point check list of the things that should be done each time an inspection is made. The importance of equipment inspections is emphasized

Four aggregates and cement can be speedily batched from this TW200M Tandex plant. 565 barrel cement bin is served by UD-15 elevator and 30 foot undertrack screw.



LEADING MANUFACTURER OF CONCRETE MATERIAL HANDLING EQUIPMENT

ENGINEERED EQUIPMENT, INC.
WATERLOO, IOWA



FOR... INCREASED EFFICIENCY

FOR... IMPROVED OPERATION

BATCHING PLANTS

Designed by qualified E/E engineers . . .
offering low initial cost and top performance

If you are interested in the ready-mix concrete business . . . or wish to improve an existing plant . . . E/E will recommend the set-up best suited for your operation. Get the FACTS and there is no obligation. Just write today or see your nearby E/E distributor.

Prefabricated for QUICK Erection

CORGAL BULK STORAGE SILOS

Corgal silos cost only a fraction of the price of conventional welded types. Built of durable corrugated galvanized steel. Double bolted vertical seams for maximum strength and weather-proofing. Steep 60° sloped cone insures fast, free flow • choice 6, 9 and 12 ft. diameters, capacities of 29 to 484 barrels.

OTHER
E/E
EQUIPMENT

- Complete Batching Plants
- Complete Central Mixing Plants
- Portable Batching Plants
- Trolley Type Bin Batchers
- Material Bins
- Unit Batchers
- Water Batchers
- Cement Silos
- Belt Conveyors
- Screw Conveyors
- Bucket Elevators
- Rotary Feeders and Valves
- Electric Vibrators
- Aeration Controls
- Buckets and Hoppers
- Pneumatic Concrete Guns
- Masonry and Concrete Saws
- Complete Blade Service & Tuggers

Dodson's Digest



Dial D for Dodson

"I'm in trouble! Can you come over right away?" It was Hal Jasper's voice on the phone—a pitch higher than usual and somewhat frantic. Time: 3:00 o'clock in the morning on a Thursday about a month ago. Mission: Rout me out of bed to help out on a grain-elevator job his contracting firm was pouring.

If I said I'd leaped out of the sack wide awake and alert, eager to meet any challenge, I'd be kidding myself. I only remember stumbling into some clothes and heading the car toward the address he'd stammered out.

When I arrived at the floodlighted job site, it was starting to snow, and I noticed the air had a bite it didn't have the evening before. I saw Hal directing some ready-mix trucks toward a crane, so I hurried over.

"Oh, hello, Dod," he said absently, "have you seen my—"

"Don't tell me. I know your problem," I interrupted reassuringly. "It's a continuous pour and the temperature dropped on you. You'd better call the ready-mix company and tell them to add Calcium Chloride right away. It'll speed setting, cut your protection period in half! More important, your concrete will flow faster, fill the forms quicker, and—"

"I know," he broke in edgily. "Called 'em hours ago. You know I'm sold on Calcium Chloride."

I was flabbergasted. "Then why did you arouse me from a sound sleep in the middle of the night when—"

"YOU?" Hal's face broke into a sheepish grin. "I've been waiting for my day foreman. Must have misdialed. You see, the night man hurt his foot, and—"

—L. D. DODSON

P.S. If you'd like to pore over some enlightening facts on improving concrete, write for our booklet, "How To Make Better Concrete Products and Ready Mix." Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.

Wyandotte
CHEMICALS



MICHIGAN ALKALI DIVISION
HEADQUARTERS FOR CALCIUM CHLORIDE

together with useful information concerning evaluation of the findings.

The Leschen bulletin may be obtained free by writing: Leschen Wire Rope Division, H. K. Porter Company, Inc., 2727 Hamilton, St. Louis 12, Mo.

Enter T51 on Inquiry Card

Hyster Announces New Lift Trucks Models

An all new series of 6000, 7000, and 8000 pound capacity lift trucks has been released by Hyster Company. These trucks are part of Hyster's newly announced Challenger line of pneumatic-tire trucks. The Challenger 70 and 80 are the only pneumatic-



tire trucks on single drive wheels in these weight capacities offered by any manufacturer. The narrow width of single drive wheel design, plus short turning radius and power steering, permits the use of these lift trucks in standard, single door boxcars. Dual wheels are optional on all three models.

These new trucks are powered with six cylinder, 70 HP Continental engines that develop 168 pound-feet of torque at 1200 rpm. Large reserve power of this heavy-duty engine gives these trucks the fastest lifting speed in the industry, up to 66 feet per minute. Operating speeds up to 17 miles per hour are the fastest in this class of truck.

A newly developed two-speed power shift Hystamatic transmission is available on all models as optional equipment. This is the first fully power operated two-speed transmission available in the industry. It offers the most advanced concepts in industrial truck transmissions—eliminating engine lugging and stall and automatically adjusting to all road and load conditions.

Standard transmission is a three-speed, constant mesh unit. Clutch has Feramic facing, providing up to six

times normal clutch life. A long period of intensive research, development, and testing was engaged in before the final brake design was established for these units. The unit is 12½ inches in diameter, but develops the torque of a much larger unit for smoothly controlled stops. Maneuverability of the trucks is exceptionally good because power steering is standard equipment on all three models and because of a short turning radius. Excellent operator visibility, a key feature in all Hyster designed trucks, permits safe, fast travel either forward or in reverse.

These key points add up to a truck that is powerful and fast for difficult, outside handling operations yet compact and maneuverable for inside handling and boxcar loading and unloading. For additional information contact your nearest Hyster industrial truck dealer or write Hyster Company, 1003 Myers Street, Danville, Illinois.

Enter T52 on Inquiry Card

Concrete Joint Curing Tape Is Newest Method

A new four-feature concrete joint curing tape has been put on the market by the Pressite-Keystone Engineering Products Co.

Called ConSeal, the new tape is said to be the only material of its kind on the market capable of performing four jobs on newly sawed and/or formed joints in portland cement concrete: (1) retains all the original moisture in the green concrete essential for curing the joint walls and edges; (2) prevents infiltration of foreign matter into the joints until they can be sealed; (3) eliminates need for running a saw blade through the joints prior to sealing to clear them of incompressible and other foreign matter; (4) eliminates need for blowing joints with compressed air prior to sealing.



ConSeal consists of two parallel ribbons of mastic, set about 1½" apart, applied to a polyethylene tape, and protected by a glassine backing.

THE ONE PIECE TANK

With slab top is available with round or square inspection covers.

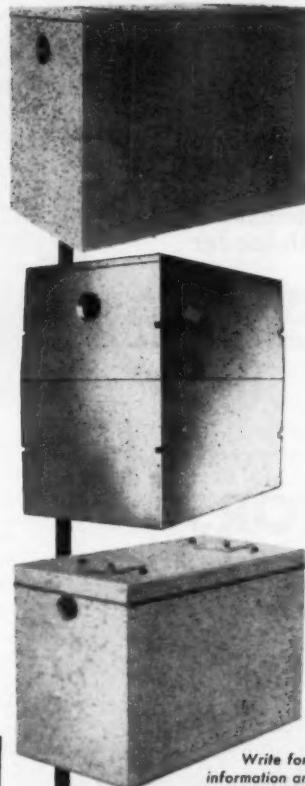
THE TWO PIECE TANK

With tongue and groove seal. Middle section of top is cast as integral part for strength.

THE DEEP TOP TANK

With air space cover.

We manufacture distribution box molds and grease trap molds.



NORWALK septic tank molds engineered to meet your specific handling problems

All models exceed the ever increasing specifications of federal, state and municipal regulations.

Now you can build approved septic tanks that will be acceptable to suburbanites. Tanks of 500 to 2000 gallons capacity that operate under the conditions of the modern home with its electrical equipment in constant use. All Norwalk tanks have removable inspection covers for easy cleaning.

Molds of rugged, all steel construction, properly reinforced, will give many years of profitable production.

THE NORWALK VAULT COMPANY
Dept. AB • NORWALK, OHIO

PRASCHAK THUNDERBOLT

2 AND 3 BLOCK AUTOMATIC MACHINE THE MACHINE THAT HAS THE INDUSTRY TALKING!

YOU WANT TO SELL BEAUTIFUL BLOCKS . . .

If your present block machine does not produce blocks that are as good as your competition (or better), you will want to investigate the Praschak "Thunderbolt", available in two-block and three-block models.

Produce blocks of higher quality! Meet and beat competition with a Praschak "Thunderbolt" completely automatic plain pallet block machine!

**NOW AVAILABLE BY CASH PURCHASE
OR ON EASY TIME PAYMENTS**



MODEL 20, TWO-BLOCK MACHINE, COMPLETE WITH
8" MOULD, FRONT END PALLET FEEDER, AND MAG-
NETIC FORK OFF-BEARER \$9,000.00
MODEL 30, THREE-BLOCK MACHINE, COMPLETE, AS
ABOVE \$12,000.00

WRITE FOR DETAILS

PRASCHAK MACHINE CO. MARSHFIELD, WIS. FACTORY-TO-YOU PRICES

In use, the backing is snapped off, and the mastic ribbons are applied astraddle of the joint by pressing down on the polyethylene tape.

Not only does ConSeal provide a positive seal that can be applied approximately thirty minutes after the joint has been sawed and flushed with water — but it also assures proper curing of the green concrete, by preventing evaporation of the original moisture which might later cause spalling were the concrete allowed to dry prematurely.

Illustrated literature is now avail-

able for those interested in the new product. For a copy, address your inquiry to the Presstite-Keystone Engineering Products Co., 39th and Chouteau, St. Louis, Mo.

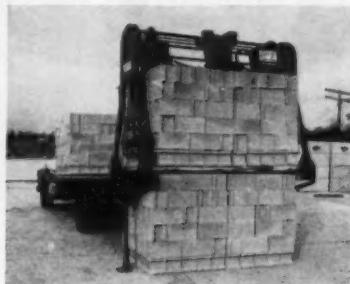
Enter T53 on Inquiry Card

Elberfeld Announces New Block Loader-Unloader

The Elberfeld Manufacturing Company, Inc., Elberfeld, Indiana, has introduced the 1959 Jiffy-Lift one-

man operation loader and unloader.

The new Jiffy-Lift loader is a true labor-saving device. Concrete block, brick, either palleted or banded,

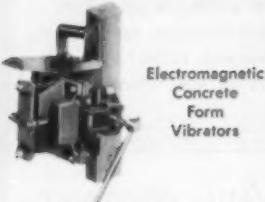


stone, tile and pipe or precast concrete offer no loading or unloading problems. In addition to normal loading and unloading problems, the basic unit, with modifications, can be made adaptable to almost any material handling problem.

With this unit, it is said users can triple their deliveries during seasonal demands. A one-man operation, the Jiffy-Lift handles 10,000 pounds with ease and affords ample depth of drop for all conditions. The unit features four-wheel drive which reduces track slippage and four-cable suspension which completely eliminates swinging. The supporting legs lock into position and give sturdy support regardless of terrain or conditions of ground. A new brochure is available on request showing uses and specifications of the new Jiffy-Lift.

Enter T54 on Inquiry Card

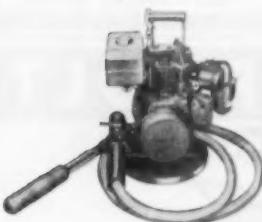
SYNTRON CONCRETE VIBRATORS



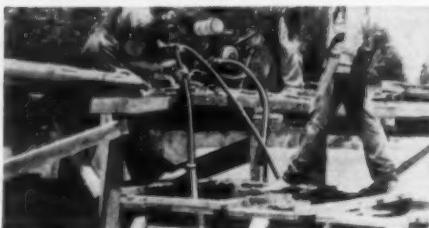
Electromagnetic
Concrete
Form
Vibrators



V-55 Vibrator used to make a Vibrating screed



Electric or Gasoline
Mass Concrete Vibrators



Gasoline Flexible Shaft Concrete Vibrator used
in large footer form

Faster placing—produce better concrete

SYNTRON Electromagnetic Concrete Vibrators provide a positive vibrating action that insures uniform compacting and settling of concrete. Easily attached to concrete pipe forms, block making machines, screeds, wall forms, etc. Available are sizes for every job.

SYNTRON Mass Concrete Vibrators are ideal for settling concrete in narrow forms, footers, columns, foundations, etc. Flexible shaft with vibrating head is easily placed into forms. Available with 1/2 or 2 hp. Electric Motor or 5 hp. Gasoline Motor. Flexible shafts available in lengths from 12 to 42 ft.

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SYNTRON COMPANY
324 Lexington Ave. Homer City, Penna.

Other SYNTRON Equipment of proven dependable Quality



BIN
VIBRATORS



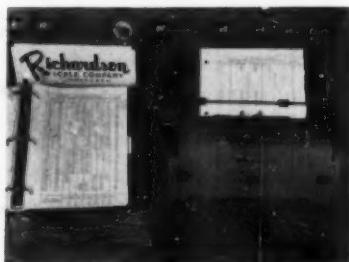
VIBRATING
SCREENS



VIBRATORY
PACKERS

Automatic Typewriter On Richardson Scale

Automatic control of a typewritten record of weights of individual ingredients as well as batch weights is now offered by the Richardson Scale Co., Clifton, N. J., for use with



its Select-O-Weigh proportioning systems. Other related information such as time, date, batch number, etc.,

BESSER

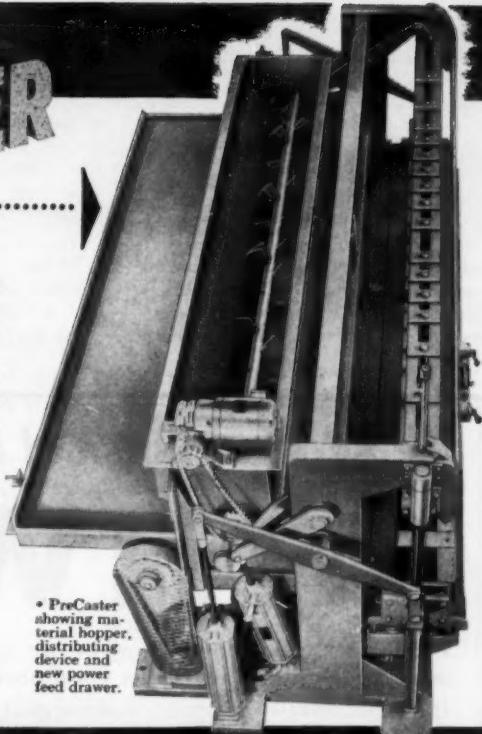
PRECASTER

The New Money Maker for Concrete Products Plants

You have always wanted to produce lintels that match the beautiful texture of concrete block. And, of course, you wanted to do this on a PROFITABLE basis. Now — you can do BOTH by installing a Besser PreCaster, the time-tested, semi-automatic machine for making lintels on a fast, production basis. Ideal also for producing retaining wall cribbing . . . floor and roof slabs . . . fence posts . . . window sills, in fact, any concrete unit that will strip through a straight mold box. Opens up new avenues of profit for concrete block, ready-mix and other products plants.



*Get all the facts. Write for PreCaster Bulletin No. 133.



• PreCaster showing material hopper, distributing device and new power feed drawer.

BESSER Company First in Concrete Block Machines
ALPENA, MICHIGAN, U.S.A.

40,101

Forrer's XL-100 Powdered Concrete Plasticizer does a better job . . . yet costs less!

Costs only $\frac{1}{4}$ c per bag of cement

Cut your plasticizer costs to the bone with XL-100 dry powder. It weighs less — goes farther and does a better job. New process brings you a plasticizer that acts faster, takes $\frac{1}{3}$ the amount (by weight) and does a superior job. Concrete blocks are shades whiter, denser and outside surfaces have smoother texture. Increase contractor, builder satisfaction — deliver a better block for less than $\frac{1}{4}$ c per bag of cement. Investigate Forrer's XL-100 today!



COMPARE! SEE THE AMAZING DIFFERENCE!

Forrer's XL-100 is a dry hydrated powder with wetting and dispersing agents. It's easy to use and economical too — costs but $\frac{1}{4}$ c per bag.

Send for
FREE
Trial Sample
Today!

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National Sales Representatives for:

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Forrer's
PRODUCTS FOR MASONRY
SINCE 1926

FORRER'S, 2225 N. Humboldt Avenue, Milwaukee 12, Wis.

can also be recorded automatically by this new typewriter readout, company officials say. A special feature added to the typewriter is a new "column verifier." This is a printed circuit attached to the typewriter carriage which operates through a checking circuit to insure that the data being typed out is recorded in the correct columns.

In addition to standard typewriter features, all keys on this Richardson readout are solenoid operated (D.C.). Maximum typing speed is 11 characters per second, and carriage length

is available up to 27 $\frac{1}{4}$ inches. A special interlock switch regulates typing sequence and speed. An indexing printed circuit is arranged so that if the typewriter carriage is out of sequence with the serial input circuit, the printing cycle will stop. The carriage must be properly aligned under the correct columns in order to continue operation.

The typewriter readout may be used for printing individual net weights of each commodity, material or item and the total weight; or it may be used to print accumu-

lated amounts and total weight. It is also used for billing, in which case customer's name, address and additional information may either be typed manually or automatically by pre-punched cards. For additional information on this new typewriter readout, write Hart Bandstra, the Richardson Scale Co., Van Houten Ave., Clifton, N. J.

Enter T55 on Inquiry Card

PCA Offers Free Use Of Farm-Home Show Display

If your promotional efforts include exhibiting at state fairs, regional farm shows, farm and home shows, or commercially sponsored expositions, this free self-pack display unit will help you present the concrete masonry story to your farm audience. The exhibit measures 2x4x8 ft. when closed and is 2 ft. deep, 10 ft. wide and 8 ft. high when opened to display position. Ten full-color transparencies show the uses of concrete masonry in farm construction and illustrate why concrete masonry is the preferred building material.



The Advanced Simplified Plain Pallet **KENTWIN**

Produces 2 blocks or equivalent per cycle at prices that meet competition and yield a good profit.

It is scientifically designed and ruggedly built to give top performance for many years with low costs for labor, power, and maintenance.

Electric, hydraulic and mechanical automation units combine to give efficient performance and low cost of operation.

Dependable, rapid, automatic operation minimizes labor cost. Once started by pushing a button the KENTWIN runs automatically. The only labor required is that of the offbearer. And his work is simplified by the front pallet return.



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LITERATURE

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**KENT MACHINE
COMPANY**

CUYAHOGA
FALLS, OHIO

SUBSIDIARY OF
THE LAMSON &
SESSIONS CO.

KENTHREE also available with same desirable features.

Although there are no moving parts, exceptional lighting arrangements and a flasher unit attract attention to the three-dimensional exhibits. The total unit weighs approximately 600 lb., but one man, after the case has been delivered and properly positioned in the assigned exhibit area, can open the case, put up the header sign and connect the unit to an electrical outlet without difficulty. After erection, the exhibit can be left unattended if necessary.

All the photographs and copy are permanently affixed to the main display. However, the right wing of the panel is designed to hold an individual panel. Measuring 21x39 in., this space can be used to display your company name and photographs of your plant or farm buildings in which your product was used. Your promotional message may also be included. These special panels will be

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HELPS INCREASE PROFITS**

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ARMY TRUCKS • PARTS •
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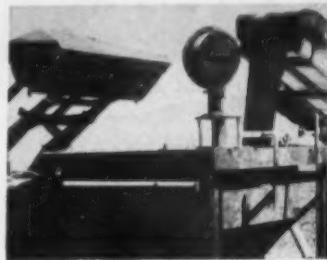
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Weighing Cement and Aggregates



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Please send literature checked above, and address of nearest sales office (there are 24 coast-to-coast).

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created and furnished by you at your expense.

This attractive exhibit is available on a free, loan basis. The unit will be scheduled, as requests are received, by the Portland Cement Association Farm Bureau, 33 West Grand, Chicago 10, Illinois. It will be shipped to you prepaid. Upon completion of your exhibition, you will, per instructions from our office, ship the display prepaid to the next scheduled exhibit location or to Chicago.

Enter T56 on Inquiry Card

New Information Out On Gocorp Rackman

Gene Olsen Corporation, 405 Grace St., Adrian, Michigan, has published a new, profusely illustrated folder describing the Rackman unitized block handling system. Copies are available on request to the company.

One synchronized Rackman will automatically handle the complete output of the highest production block machine. Detailed drawings in the new folder show the complete operation which occurs in the following sequence: cured blocks and pallets are automatically removed from full racks; pallets are separated from the blocks and returned to the block machine; cured blocks are conveyed to the cubing area; green blocks, six eight-inch equivalents at a time, and pallets are automatically indexed into the empty rack; one lift truck transports full racks of green blocks from the Rackman to the kilns and returns with full racks of cured blocks to be unloaded.

The synchronized Rackman has been designed to provide maximum automation for plants that can use such a combination unit. However,

restricted space in front of the block machine, traffic patterns or other factors may indicate the use of detached units for some plants. The new folder describes and illustrates such units and shows how they may be utilized in various ways.

Enter T57 on Inquiry Card

New 125-Bbl. Bulk Cement Truck Soon Available

A simple, fast and dependable method for pneumatically handling bulk cement will soon be announced by Engineered Equipment, Inc., Waterloo, Iowa.



Using the new E. E. system, a 125-barrel truck can be unloaded in 30 to 35 minutes depending on the height the cement must be raised. And this new method eliminates maintenance problems all too common in elevators and screw conveyors.

Pictured is a truck body fitted with complete accessories for pneumatically handling bulk cement by the new E. E. system.

Write to Engineered Equipment, Inc., 1001 Linden Ave., Waterloo, Iowa, and a copy of a descriptive bulletin that will soon be "off-the-premises" will be reserved for you. However, E. E. engineers will gladly provide information for anyone that would like the details immediately.

Enter T58 on Inquiry Card

No Matter What
SIZE...

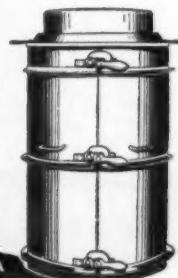
No Matter What
SHAPE...

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Over 50 years of experience go into the production of every Quinn Concrete Pipe Form. That's why the Quinn Heavy Duty form is recognized as the STANDARD the world over for producing quality concrete pipe at the lowest cost. Used in making pipe by vibration, spading, or tamping. Sizes for pipe 10" to 120" and larger. Tongue and groove (as shown) or bell end pipe in any length desired. No matter what size, shape, or length pipe you need, there's a Quinn pipe form made to fit your requirements. Write today for our FREE catalog and estimates.

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Trailer Cement Bulker.

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500 NEW $\frac{1}{4}$ x 18 x 18 plain steel pallets.
\$2.15 each. F. O. B.

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and Concrete

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We have recently taken several Fleming-180 Automatic Block Machines on trade. They are being offered for sale at \$1200-\$1600 complete. For DETAILED information contact:

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BUY A "PACKAGE"

The following equipment in good condition, traded in on a larger setup, can be seen in operation.

Model 10 (2½ block) Columbia; 5 molds, offbearer; cubing return with cleaner & oiler; 2355 ¾ x 18 x 20 inch steel pallets; 65 72-block steel racks; 2-rack turntable. Also extra mold parts for specials and machine parts. Complete—\$15,000.00.

Multiplex 2-block machine with 1500 ¼x18x18 inch pallets and racks, molds, parts, etc. \$2,800.00.

Terms can be arranged. If interested, please phone Marble Cliff Concrete Products in Columbus, Ohio before going to see it as a new Model #12 Columbia with automatic loader and unloader will soon be installed.

Model 8AB machine; 25' mixer & skip hoist; magnetic return with cleaner & oiler; offbearer; 2592 ¼x18x20 inch steel pallets; 72 72-block capacity racks 4 complete 8" molds, 4", 6", 12" molds, 8" bond beam, brick, 8x4x16, fence mold, pilaster mold. Located at Milam Concrete Products, Cornelia, Georgia.

Model 8 Columbia with molds; magnetic offbearer; complete return with cleaner & oiler; 42' mixer and skip hoist; 86 72-block racks; 4000 pallets. Located at Boree Concrete Block Company, Jacksonville, Florida.

Lith-I-Bar, 2-block, plain pallet machine; offbearer; 7 molds and parts. Still operating at Wisconsin Rapids, Wisconsin. \$2,000.00 full price.

110 Standard 3-block racks — \$3,850.00 at Maramonte Block Company in Milwaukee, Wisconsin.

100 Chase Model 72 racks for 18½x26 pallets, good condition, bolted and can be knocked down for shipment, galvanized. \$35.00 each. Located at Paul Gustave, Inc., Wheatland, Pa.

We have available several complete packages of used equipment in various locations throughout the United States and Canada, which have been traded in on larger packages. Let us know what you have in mind and we will be glad to send you information on equipment which would fit your requirements and its location. We have almost every size, make, and model of machine, or your local salesman knows where it can be purchased direct from the seller.

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Mattoon, Illinois. Ph. ADams 5-5618
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Stearns #7 & 9 Joltcretes.....	\$ 500.00 each
(Concrete owners at this price buy one for spare parts.)	
Mold Boxes #7 & 9.....	150.00 each
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2 Hand Lift Trucks.....	175.00 each
1 Lithibar 2-Block Machine complete with 1000 plain steel pallets 18" x 22"	2900.00
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228 North La Salle Street
Chicago 1, Illinois

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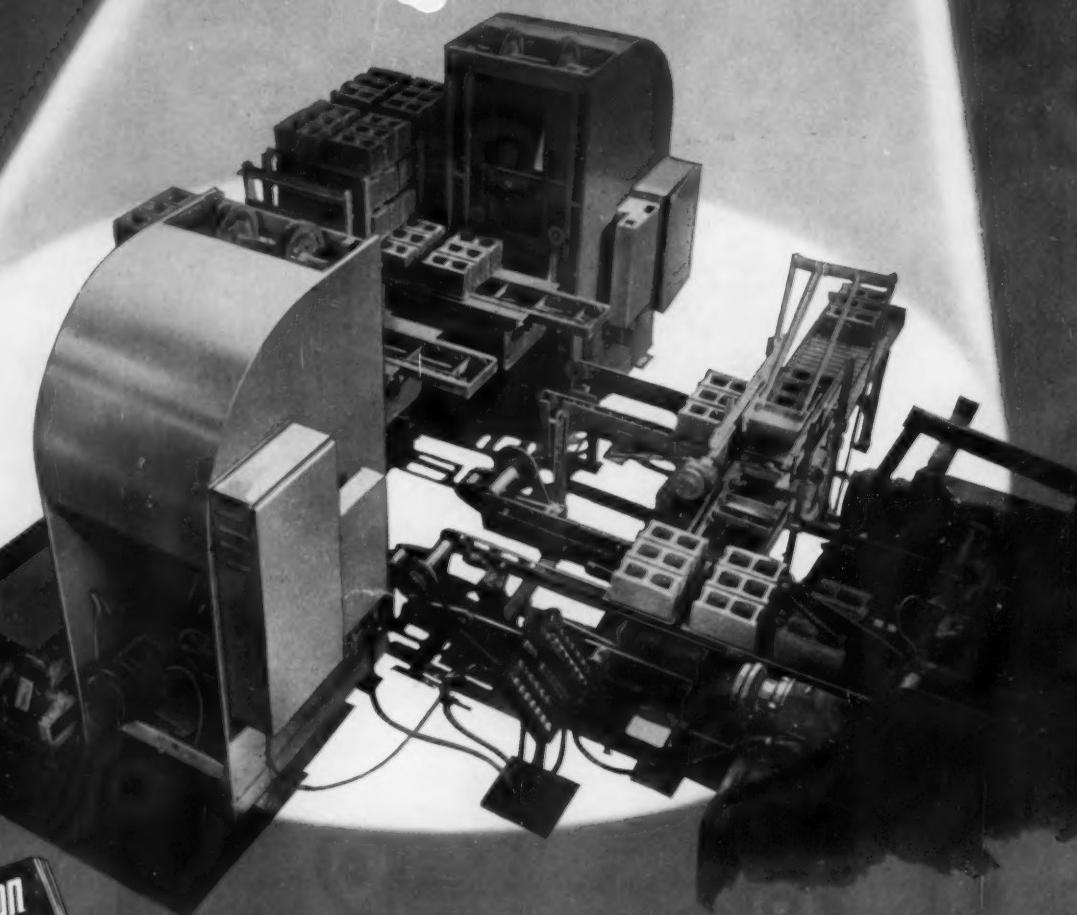
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